

LIFE



WATERMELONS TO MARKET

AUGUST 9, 1937 **10** CENTS

**JERSEY TOMATOES
ARE NATURALLY
BETTER...**

Taste
HURFF
TOMATO JUICE
*and prove it
for yourself*

NATURE does a swell job of growing tomatoes down in Jersey . . . and Hurff helps nature make them more delicious.

Nature supplies the *soil* that puts a delectable difference in the flavor of these rich sun-ripened products of the garden state. Hurff brings you the appetizing juice of these tomatoes just as they come from the vine. No artificial coloring! No dilution!

Try Hurff Tomato Juice that earned the American Medical Association seal of approval. You'll enjoy its vine-fresh sparkle. Its full-bodied, health-giving richness will win your instant and long-lasting favor. "Hurff Tomato Juice", you'll say, "does set a new standard for quality." And . . . remember that Hurff Tomato Juice actually sets the standard for the Hurff line!

There are other Hurff Products listed below—all of which should appear on your shopping list. Most folks like them a lot and we think you will, too!

Each summer seed tomatoes are examined by inspectors of the New Jersey State Department of Agriculture. The seeds from these tomatoes are removed, certified and sealed in bags under the direct supervision of these state officials. We sell these seeds to the growers and buy back the tomatoes they produce, thus maintaining uniformity of quality and flavor.

Does this system assure full-bodied tomato richness?

You'll find the answer in any product *seasoned, cooked,
and packed at Swedesboro by*
HURFF... The Jersey Tomato People

**HURFF
TOMATO
JUICE**

with a vine-fresh sparkle and flavor and a full-bodied health-giving richness that earned the American Medical Association seal of approval.

**HURFF
TOMATO
JUICE COCKTAIL**

Just taste it—and describe it in your own words. For those who prefer tomato juice with seasoning. It's a product you'll take pride in serving on your table.

**HURFF
TOMATO
ASPIC**

—all ready to mix and mold. Better and more convenient than synthetic powdered form. Try it and appreciate the difference. You'll always want to keep a can on hand.

**HURFF
TOMATO
SOUP**

Ready to serve! Greater body and richness than most ready-to-serve tomato soups . . . and more economical than condensed soups as it can be diluted to suit the taste.

**HURFF
TOMATO
PUREE**

for making tomato soups, tomato sauce or adding to various dishes. Its consistency approximates that of apple butter—its fame is nation-wide.

**HURFF
TOMATO
CATSUP**

with a full-bodied richness that only first quality tomatoes can give. Entirely different from watery catsup made from green tomatoes as so many are.

Ask for HURFF

Tomato Juice
Tomato Juice Cocktail
Tomato Catsup
Tomato Soup
Tomato Puree

Tomato Aspic
Pork and Beans
Vegetable Soup
Spaghetti
Asparagus

Squash
Bean Soup
Pea Soup
Pumpkin
Hominy



ROLAND
HARPER

★ ★ EDGAR F. HURFF COMPANY ★ SWEDESBORO ★ NEW JERSEY ★ ★

SHE'S AMERICA'S **FIRST LADY** OF THE AIRWAYS

AND SHE BELIEVES IN REAL COMFORT ON THE HIGHWAYS



"THANKS for listenin'," says friendly Kate Smith on the radio. And grateful millions who've been thrilled by her lovely voice fervently say "Thank you, Kate Smith" in response.

Long-time headliner of the airways, Miss Smith is one of many celebrities who own and drive an exciting 1937 Studebaker, spotlight car of the year in comfort, economy and good looks.

"The moon comes over the mountain" no more serenely and majestically than the 1937 Studebaker does. And when equipped with the uncanny automatic hill holder you may be sure your new Studebaker will not roll back down the

mountain should you have to stop on the upgrade. You just keep the clutch pedal depressed and you stay stopped. You can take your right foot off the brake and hold it free for the gas pedal. No tap dancing when you decide to go ahead.

Get some real fun out of the rest of the summer. Get a refreshingly ventilated, delightfully comfortable new Studebaker Dictator Six or State President Eight now. Low cost time payments through Studebaker's C. I. T. budget plan and the trade-in value of your present car very likely will cover the down payment. The Studebaker Corporation, South Bend, Indiana.



Palsie walsies and how—Here's Kate Smith and her famed discoverer and manager, Ted Collins, going over the routine for one of her radio shows. Miss Smith makes no move without the astute Mr. Collins' approval. He's considered one of the "square-shoot-inest" managers in show business. Incidentally he's the owner of a 1937 Studebaker too.



Economy is Studebaker's middle name particularly this year. Owners report gas mileages that equal and often beat the best turned in by lowest priced cars. Every Studebaker has the amazingly economical Fram oil cleaner as standard equipment. And the gas-saving Studebaker automatic overdrive (optional at slight added cost) reduces gas consumption as much as 30% on many a mile not to speak of the way it lessens engine strain and engine wear. Studebaker is famous too for triply sealed feather touch hydraulic brakes and doors that close lightly, tightly and silently without slamming.

STUDEBAKER



NOT LOWEST PRICED . . . BUT ALMOST

This One



OBOT-6Y7-PJDL

“Open your mouth and close your eyes”



5¢
2 GLASS SIZE
10¢
FAMILY SIZE

THE **R-J** ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER

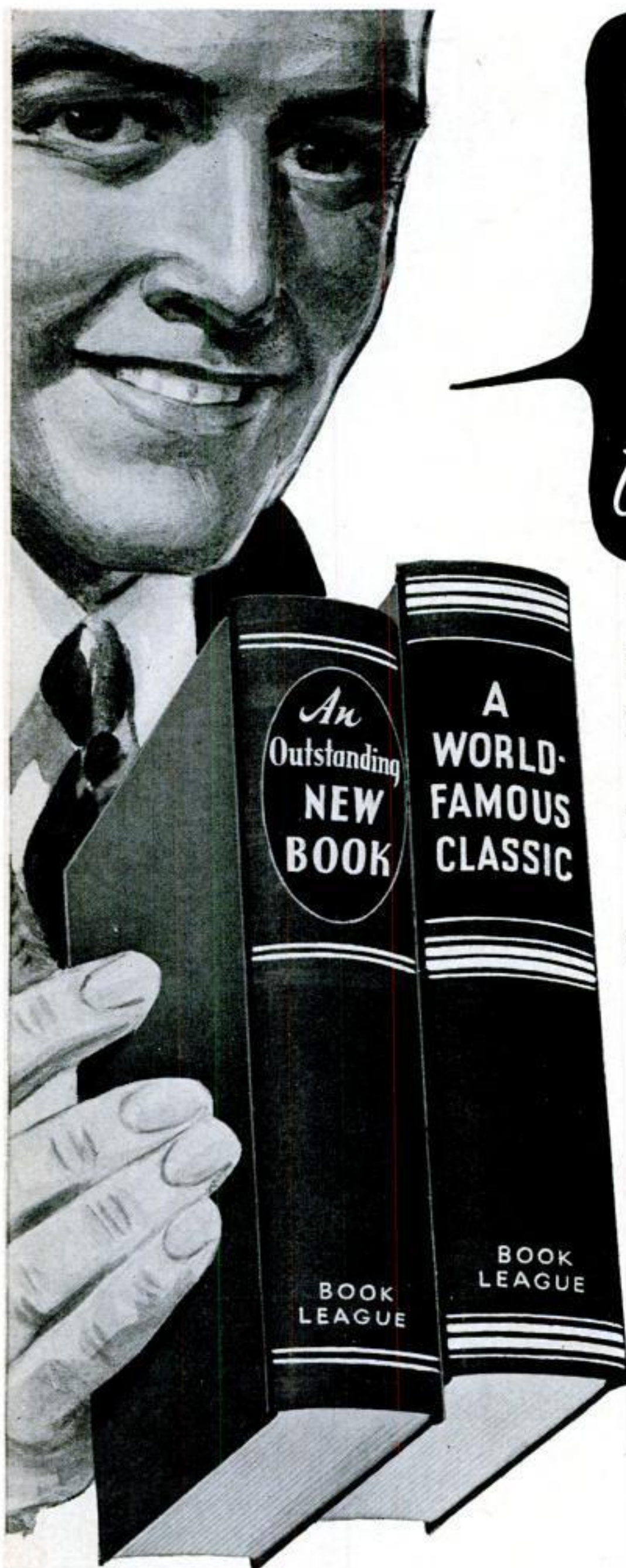
The *Natural Flavor* of real Root Juices makes Hires more delicious than imitation root beers

THE different, finer flavor of Hires wins you—the reason for its superiority is that it is made with real Root Juices. Hires holds top place by its sheer superiority. One

sip proves it. Order a few bottles from your grocer today or drink it at restaurants or refreshment stands. Insist on genuine Hires. You'll enjoy its natural, wholesome flavor.

It tastes so good - It's good for you

The Charles E. Hires Company, Philadelphia.



Two GREAT BOOKS EVERY MONTH *for LESS than the PRICE OF ONE!*

NO WONDER members of the Book League say that this famous club brings them more for their money than any other plan of book buying! Think of getting, not one, but TWO fine books each month—for less than you ordinarily might pay for ONE!

ONE of the two selections each month is a choice Newly-Published book—a beautifully made original printing of an outstanding new work of some one of the best modern authors. This is the only book each month for which you pay. And you pay only \$1.39 for it, although each book has a regular retail value of \$2.50 to \$4.00!

THE OTHER book that your membership brings you each month is a World-Famous Classic! And you get these classics FREE! These are the great books that have stood the test of time; the works of the immortal masters of literature. These 12 Celebrated Classics each year FREE are the greatest bonus to members offered by any book club in existence!

YOU SAVE nearly 60%—the co-operative membership of 20,000 book lovers in the Book League brings book costs way down, and the savings and benefits are distributed to members in the form of MORE and BETTER books for their money. Book League savings actually amount to nearly 60% compared to the usual way of buying books.

A Great World-Famous Classic

CLASSICS WORTH \$12.00—YOURS FREE

In the maze of famous books how is one to know where to begin reading? But what is easier than to read the famous classic selected for you each month by the skilled Editors of the Book League? And what is finer than to see your shelves of these renowned classics—all uniformly bound in attractive blue cloth, stamped in gold like a luxurious "set" of books—expand so rapidly and WITHOUT ANY COST TO YOU! Remember, these 12 classics are worth \$12 or MORE.

An Outstanding Newly-Published Book

There is an extravagant way to buy nearly everything—including books—and there is a SENSIBLE, ECONOMICAL way. If you have been buying books on the "hit-and-miss" plan and paying the regular high retail prices of \$2.50 to \$4.00 or more, why not try this new way that saves you nearly 60%? Remember, in the Book League you never pay more than \$1.39 for any book, and a world-famous classic comes along with it FREE.

THE
BEST of
the OLD

...and the
BEST of
the NEW

Read FREE this Month's TWO great Selections!

No other book club gives you as much as
THE BOOK LEAGUE OF AMERICA - Note these exclusive features

1. You get the ONLY Balanced Reading Program offered by any book club. 12 outstanding newly published books each year by authors of the front rank today. 12 living classics by the geniuses of all time, such as Anatole France, Voltaire, Flaubert, Turgenev, Daudet and Ibsen. The best of the NEW and the best of the OLD!
2. You make tremendous savings—a \$2.50 to \$4.00 book each month for only \$1.39 and a classic each month FREE—two books worth up to \$5.00 for only \$1.39. You save \$2.50 to \$3.50 each month. Think what you can do with a saving of \$2.50 to \$3.50 in books each month!
3. You don't have to be a member for six months or more to get a free bonus book, and then get only one or two a

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JUST sign and mail the coupon—send no money now. We will send you the two current selections, and if you are not delighted with these books, return them within 5 days, cancel your membership, and owe nothing. Otherwise keep them and make a payment of only \$1.39 (plus postage) for both. You will then be a regular member of the Book League for 12 months, receiving the two League selections each month (the Classic free) and all other membership privileges. Act now—and get the biggest bargain in the book world today!

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Please reserve in my name the 12 FREE CLASSICS (full library size) which are to be sent to me (one each month) with each new selection of The Book League of America—if I decide to join the League after examining the first two books. Also please send me the two current books—the NEW book and the classic. If I return them within 5 days you will cancel my membership, and I will owe nothing. Otherwise I will send \$1.39 (plus postage) for the new book and each of the forthcoming new selections for a year. The Classic comes to me each month free.

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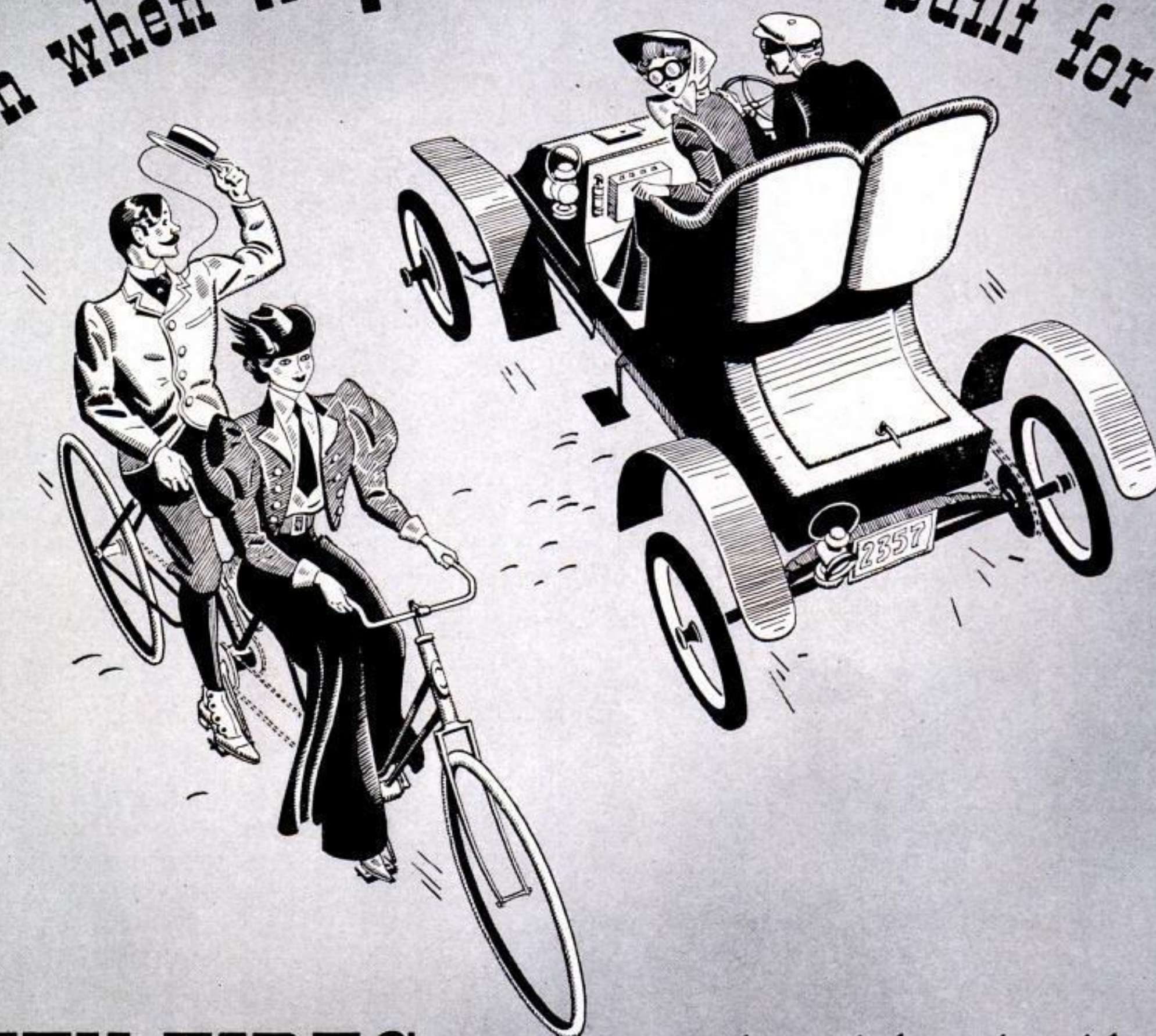
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☐ CHECK here if you wish to send a year's dues, \$16.68, with this coupon. In this case we will pay the postage, saving you about \$1.50. Same free examination privilege applies.

SEND NO MONEY 2 GREAT BOOKS a Month for only \$1.39

THE BOOK LEAGUE OF AMERICA, Inc., Dept. 8LM, 15 West 48th St., New York, N. Y.

Even when they rode bicycles built for two



QUALITY TIRES *were marked like this* **Diamond**

Many of those pioneer cars that made automobile history, a long generation ago, were equipped with Diamond Tires.

Now, after more than forty years of tire experience, "Diamond" is still the mark of quality far above the average. Time has certainly proved Diamond's ability to deliver unusual service.

The Diamond Super Service Tire of today protects both car and passengers with **FOUR** great safety features, that guard against all

the hazards of hard driving, including dangerous blowouts.

There's extra strength — extra quality — wherever it is needed — there's actually an excess of protection — ample for driving conditions more severe than most folks ever experience.

Let your Diamond dealer show you the extra values — in both safety and long mileage — he has to offer. Now as always Diamond means more for your money.

Factories: Akron, Ohio and Los Angeles, California

Diamond
BLOWOUT PROTECTED
TIRES

QUALITY LEADERS SINCE 1894



"I Warn Men Against Using Misfit Blades"

—says St. Paul Druggist

Users Praise Teamwork of
Gillette Razor and Gillette Blade



H. H. Bodsgard, 783 Iglehart Ave., St. Paul, Minn.



H. B. Miller, 5511 Wash. Blvd., Chicago, Ill.

Enjoy the 'Teamwork' Shave
of the Gillette Razor and Blade

MEN, if you are not enjoying real shaving comfort, you are probably using MISFIT blades in your Gillette Razor. The shaving edges of a misfit blade do not fit accurately in your Gillette Razor. Too much edge leaves your face raw and irritated! Too little edge causes the razor to skip over the bristles and you don't get a clean shave. But why take a chance with other-make razor blades? The Gillette Blade and Gillette Razor are made for each other. They work perfectly together in giving you perfect shaving comfort. Buy Gillette Blades today!



Gillette Blades
Precision-made for the Gillette Razor

LETTERS TO THE EDITORS

"Author! Author!"

Sirs:

After seeing your photodramatization of *They Won't Forget* (July 19), I am impelled to cry, "Author! Author!" I don't mean the writer of your captions, but Ward ("Jimmy") Greene, author of *Death in the Deep South*, whence comes whatever merits *They Won't Forget* possesses. Though he had no part in its filming, it is still more Greene's picture than any of the others whom you credit.

A scion of a five-or-six-Democratic-generation family, who knows 100 Southern hymns by heart, Greene came from Asheville, N. C. where he was born 45 years ago, via Atlanta, Ga. As reporter for the *Atlanta Journal*, he recorded firsthand the Leo Frank case, the obvious inspiration of *Death in the Deep South*.

Fiction writing is only his avocation. Prime interest is his job as executive editor of King Features Syndicate.

CLARK KINNAIRD

New York, N. Y.

I. L. D. On Scottsboro Case

Sirs:

In your issue of July 19 you devote two pages to the Scottsboro case. I feel that the comments below some of the photographs sloppy and highly prejudiced.

The International Labor Defense is a non-partisan, non-sectarian organization. In its ranks are people of all religious and political views ranging from people of national reputations to manual workers. Communists in our organization would make about seven percent of our membership. We have only the highest praise for Communists as far as work performed by them in our interests.

In reference to your comment on Ozie Powell. It is a known fact that while removing the Scottsboro boys to the Birmingham jail, Sheriff Sandlin taunted and provoked them while driving. When Powell dared reply he was repeatedly struck by the Sheriff deputy. Powell had the courage to defend himself, although handcuffed at the time. The Sheriff received a minor cut. If it had been serious he would not have been able to stop the car, open the door and deliberately fire point blank into the face of Powell.

JAN WITTENBER

International Labor Defense
Chicago, Ill.

International Labor Defense has no official connection with the Communist Party. Its unofficial connection, however, is so close that the separate Scottsboro Defense Committee was organized last year on the theory that I.L.D.'s radical reputation was doing the Scottsboro Boys more harm than good. —ED.

Church In Spain

Sirs:

In the issue of LIFE for July 12 discussing civil war in Spain, statements made strangely conflict

(continued on p. 6)

YOU ASKED FOR IT ... HERE IT IS!

A SMALL REMEMBRANCE FOR
HOST AND HOSTESS

"MR. and MRS." KEY-TAINER SETS



OF COURSE, your hostess expects that small "bread-and-butter" present; BUT YEARS OF EXPERIENCE HAVE TAUGHT HER HUSBAND THAT HE GETS ONLY THE BILLS... Now you (and we) are ready to surprise him (and them) with the "Mr. and Mrs." Set for both...

A handsome Key-Tainer for the man of the family... slips easily into his vest pocket, yet holds enough keys for home, office and car. The smaller Key-Tainer is for the lady... fits neatly into the corner of her purse—holds the latchkey right where she can reach it without having to "fish" among all the mysterious sundries that fill "Milady's" purse.

BUXTON

KEY-TAINERS • BILFOLDS • POCKET CASES

Snap key on loop, slip loop in Key-Tainer and key is locked to stay. Press automatic latch, and both loop and key may be detached.



"Leather for the Layman" booklet—helpful to you in selecting fine leatherware. Write for your copy. Buxton, Inc., Springfield, Mass.



HOW CAN I MAKE SALES?—CUSTOMERS JUST WON'T TALK TO ME IN THIS WEATHER—JOHN, WHAT'S YOUR SYSTEM FOR KEEPING SALES UP?

I HAVE ONE HARD AND FAST RULE, JIM. I GET MY LIFEBOUY BATH EVERY MORNING. I MAKE SURE I'M FREE FROM "B.O."



BUT, JOHN, YOU DON'T MEAN I HAVE "B.O."? I TAKE A BATH EVERY DAY

ANYONE CAN HAVE "B.O." UNLESS HE'S PROTECTED—LIFEBOUY CONTAINS A SPECIAL PURIFYING INGREDIENT NOT IN OTHER POPULAR SOAPS—TRY IT!



LATER

I NEVER FELT SO REFRESHED FROM A SHOWER—AND JOHN SAYS THE FRESHNESS LASTS... WE'LL SEE...



"B.O." GONE—SALES IMPROVE

SAY, YOUR SALES ARE WAY UP THIS MONTH—

THANKS TO YOU! YOU PUT MONEY IN MY POCKET WHEN YOU SUGGESTED LIFEBOUY. BOY, IT'S GRAND TO KNOW YOU'RE FREE FROM "B.O."



MORE American women—more men and children, too—use Lifebuoy for the bath than any other soap... This fact was revealed when 8 leading magazines recently questioned 120,000 women... Really particular American women use Lifebuoy for their complexions, too. Its purifying lather freshens, clears, protects the natural beauty of skin—helps keep it healthy and young... *Skin tests* show Lifebuoy more than 20% milder than many so-called "beauty soaps" and "baby soaps."



Approved by
Good Housekeeping Bureau

TRY THIS "SUPER-MOIST" LATHER FOR EASIER SHAVES



Try it...Send for a FREE Trial Tube

A TOUGH beard and tender skin part company easily, comfortably when Lifebuoy Shaving Cream is on the job. For Lifebuoy lather holds 52% more moisture—provides half again as much beard-softening action as ordinary lather. Lifebuoy is lots milder than other leading shaving soaps, too—more soothing to sensitive skin. Try it for smoother, easier shaves. Get it at your druggist's. Or write Lever Brothers Co., Dept. A-248, Cambridge, Mass., for free 12-day tube. (Offer good in U.S. and Canada only.)

ECONOMICAL, TOO. 120 TO 150 SHAVES IN THE BIG FULL-SIZED TUBE



LETTERS TO THE EDITORS

(continued)

with known facts. I read: "100,000 clergy, the most top-heavy Church hierarchy in the world, next to Tibet." The most recent official statistics show that in Spain in 1930 there were 60 Bishops and Archbishops, 33,060 diocesan priests and 6,826 religious-order priests, making a total ordained clergy of slightly less than 40,000.

I read: "The Church was in charge of Spanish education." The Church has not been in charge of education in Spain for a very long time. Under the Concordat of 1851 the government obligated itself to support a religious congregation of teaching Brothers known as the Brothers of Religious Schools. It is true the Church did much for education in Spain but it did not, as you imply, exercise any monopolistic control over education. The fact that the Spanish people, as you claim, "were 45% illiterate" is not due to any negligence on the part of the Church in matters of education. Indeed, the fact that they were not far more than 45% illiterate is due to the generosity with which the Catholic clergy in Spain devoted themselves to the cause of popular education.

The evil in Spain is not so much the evil of land concentration in the hands of absentee owners. It is the evil of poor tillage, bad management and worse financing. This situation was recognized as long ago as 1890. At the time the encyclical "Rerum Novarum" was issued to the world by Leo XIII, the owners of some of the largest estates in Spain pledged themselves to a program of land distribution based on the sale of their lands to their tenants. A mutual savings and land-mortgage bank, for financing purchases of land by tenants, was organized. To this bank was given the name Banco de Leo XIII. This bank was operating when I was in Madrid in 1931. It had a record of 35 years of successful operation. It now is no more. It was confiscated because it was said to belong to the "hierarchy," which your writer finds so "top-heavy."

I have followed closely the record of the Spanish Republic in its action toward agriculture. If Spanish agriculture lies prostrate today, as it does, that fact is due to the action of the left wing of the Spanish Republic, which by a process of confiscation and uncertainty has destroyed what little credit the industry of farming had in Spain and today it is impossible to finance an agricultural adventure anywhere in that country.

With regard to the movie, *The Spanish Earth*, to which you refer, you find the film "inevitably pro-Loyalist." I think everyone should be grateful to you for having thus stated the truth.

WILLIAM F. MONTAVON
Director, Legal Department

National Catholic Welfare
Conference

Washington, D. C.

LIFE gladly prints Mr. Montavon's letter as best representing the gist of other letters received on the subject of the Catholic Church in Spain.—ED.

LIFE comes to eyes



Fun and festivities of night life, as seen through the eyes of youth, seem gay and glamorous—until—



Fatigue follows the eyestrain caused by smoky rooms, loss of rest. Sleepy, reddened eyes that just won't seem to open—until—



*Freshness is once again returned to weary eyes. Soothingly cleansed. Comfortably refreshed with a few drops of Murine.

*Whether it's night life, smoking, motoring, reading, working, your eyes are subjected to strain night and day. Help nature protect your eyes by cleansing, soothing and refreshing them with Murine. Use at least every night and morning for real eye comfort.

MURINE
FOR YOUR EYES

WANTED

**DEALERS
TO HANDLE
CHRYSLER'S
AIRTEMP**

**HOME HEATING AND
WINTER AIR CONDITIONING**

America's new giant industry—open to men of character, ability, standing. Chrysler's Airtemp offers a new, simplified line; full technical backing; local and national advertising support. (See Airtemp advertisement—pages 42 and 43.)

**WRITE AIRTEMP, INCORPORATED
DEPT. 1120 • DAYTON, OHIO**

Willard Batteries Give Protection to Millions

Willards

COST LESS TO OWN

•
—because they last longer...
crank faster...don't let you down

WILLARD STORAGE BATTERY COMPANY • CLEVELAND • LOS ANGELES • TORONTO, CANADA



For Protection and Economy Buy A Willard



AGFA INFRA-RED MINIATURE-CAMERA FILM.

There's a Thrill for any photographer in a picture that "turns out" better than his expectations.

This is as true of the expert as it is of the beginner. But beginner or expert—Agfa Film will help you get better pictures. For in Agfa Film, there's an "extra margin of quality" that insures *better* results under ordinary conditions...*surprisingly good* results under the most difficult conditions.

Agfa makes many different types of film, among them the famous Plenachrome and Super Plenachrome for general photography; Superpan, for indoor and outdoor use, night or day; others—such as Infra-Red—for unusual effects.

Remember—the next time you buy film—to ask for Agfa...and notice the difference it makes in the pictures you get.
Made by Agfa Ansco Corporation, in Binghamton, New York.



Perching on Death's Shoulders

ON the street far below crowds gape in nervousness and excitement . . . but for this chap, taking a "long chance" is all in the day's work. Hundreds of motorists, who felt cold chills running up and down their backs as they watched, never once thought of the far more dangerous chances they themselves take daily in driving on tires without *plus-protection*.

No driver is master of his car when it skids or when a tire blows. Beyond any tire you have known the Fisk SAFTI-FLIGHT tire gives you protection in the two places where you need it most: in the Skid Zone and in the Blow-Out Zone. Its tread is composed of hundreds of individual, flexible and expanding cleats which multiply unbelievably braking power and traction. This revolutionary tread stops your car faster than you ever dreamed of stopping. Fisk "Anti-Friction" Cord fabric in every ply and Fisk patented methods of construction give you life-saving "PLUS-Protection in the Blow-Out Zone."

Go to the Fisk Dealer today and examine this tire. You'll understand immediately why it is so much safer . . . why so many new car buyers are replacing factory equipment tires with Fisk SAFTI-FLIGHTS. Or, write for free booklet K.

THE FISK TIRE CO., Inc.
Chicopee Falls, Mass.

Copyright 1937, The Fisk Tire Co., Inc.

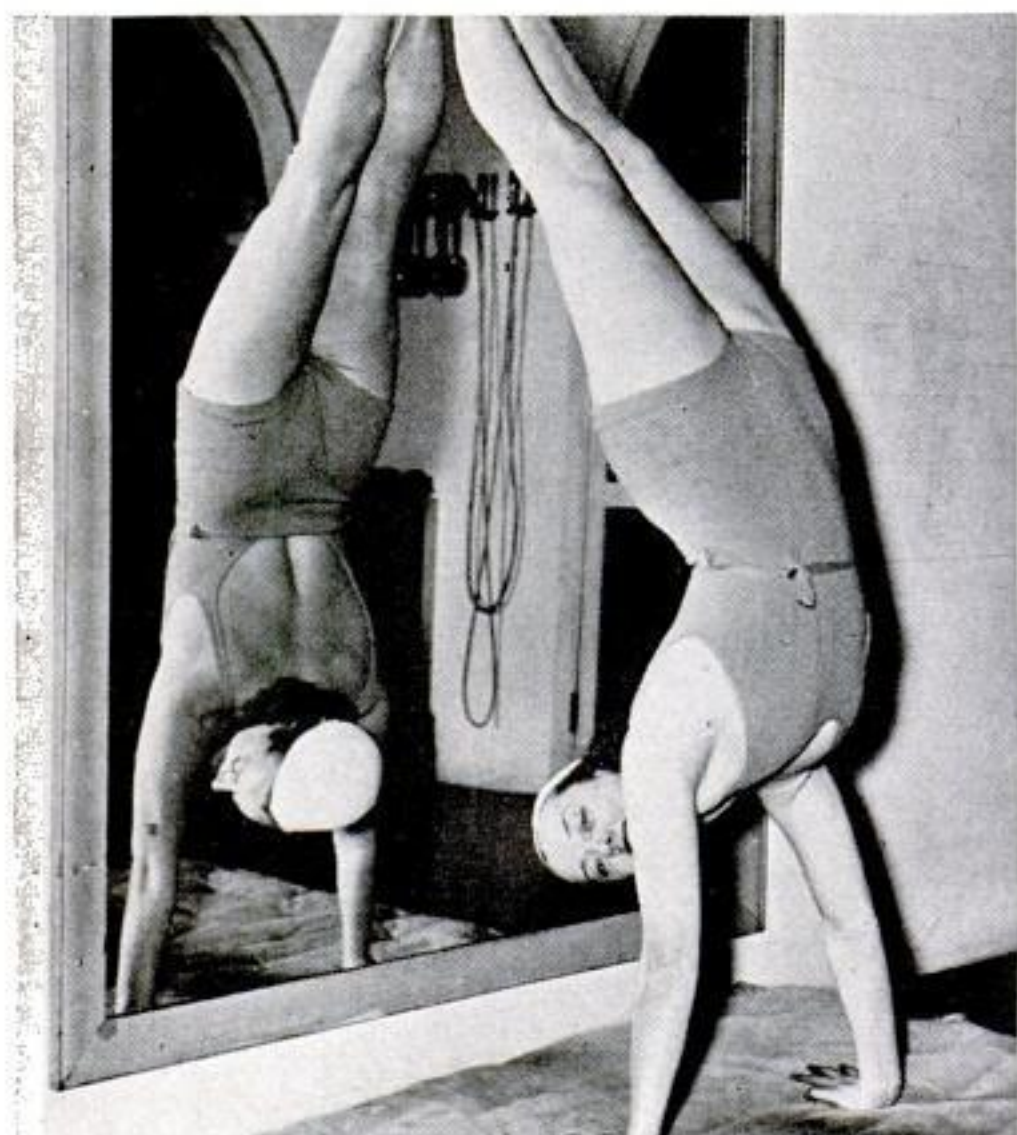
FISK SAFTI-FLIGHT
Eliminates the "Long Chance"

FISK

PLUS-Protection IN THE SKID ZONE ★ ★ PLUS-Protection IN THE BLOW-OUT ZONE

TIME TO RE-TIRE
"GET A FISK"

SPEAKING OF PICTURES...



From all sides, Eleanor Holm presents good picture possibilities. This shot is pure publicity. Miss Holm dislikes exercise.



A hackneyed pose for most swimmers, this one gains unusual excitement and interest from Miss Holm's natural shapeliness.



She also swims. Eleanor Holm Jarrett can swim backstroke faster than any other woman alive. She is now a professional.



The bicycle craze started in 1932 partly because a much-published picture of Miss Holm made the sport look attractive.



In Hollywood, after the 1932 Olympics, Miss Holm worked on the Warner Bros. lot, posing for publicity stills like this.



More publicity pictures were released but Miss Holm never made a movie. She refused, as amateur, to take swimming roles.



From the rear, Miss Holm makes a lithe, youthful impression. Above, she peeks through curtains on her vaudeville tour.



Skilled at posing, Miss Holm now can display stylish bathing suits without having to use her whole figure for effect.



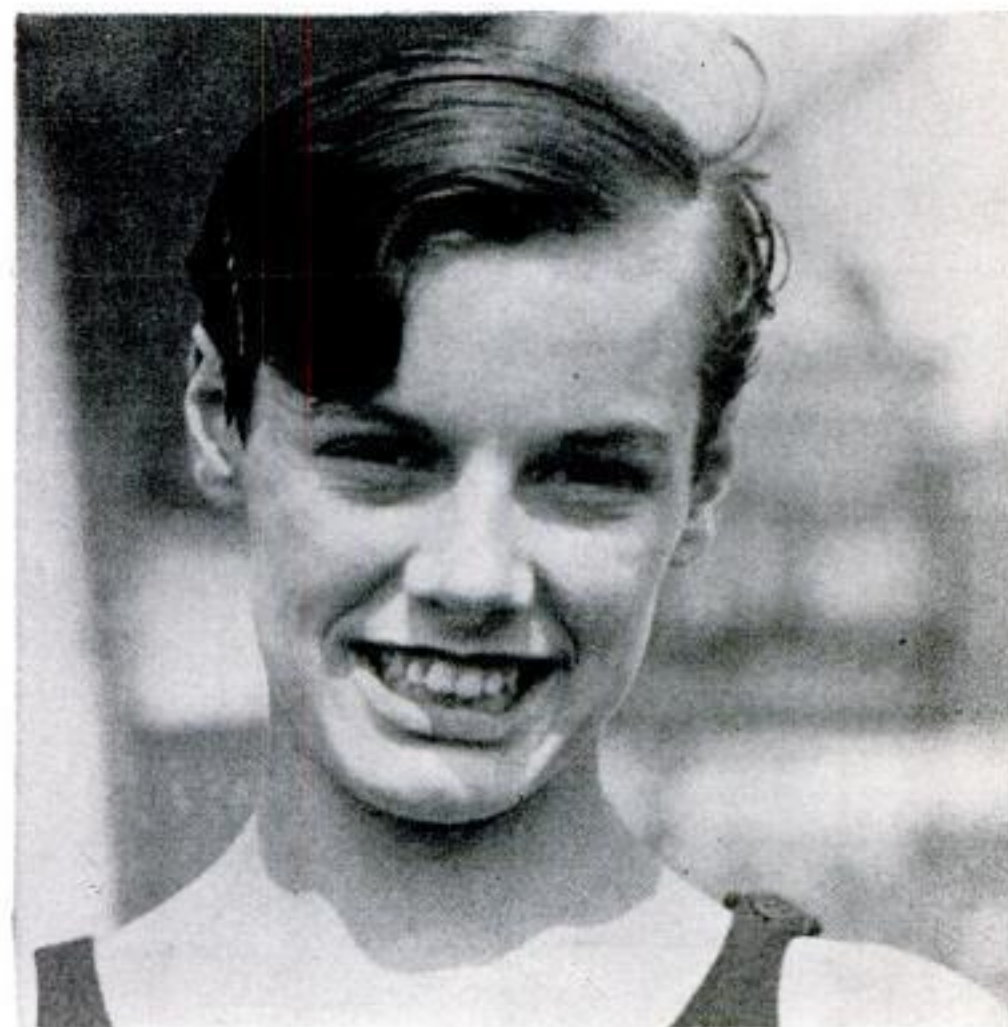
She seldom resorts to trick shots like this. Her natural pictorial qualities are enough to make her photographs interesting.

ELEANOR HOLM IS PHOTOGENIC

When Eleanor Holm, the swimmer, burst into headlines recently by announcing that she might divorce Art Jarrett, her band-leader husband, there was glad and familiar activity in the photograph departments of the nation's newspapers. Here was another chance to publish a picture of handsome Eleanor Holm. Quickly, front pages all over the country blossomed with her likeness. The reason for this great newspaper interest is illustrated on these pages. Eleanor Holm Jarrett is one of the most photogenic living Americans. She photographs so well in so many different ways that any news of her is good news because it gives newspapers a chance to run her picture. (Mrs. Jarrett later thought that she might not divorce her husband after all.)

Most girl swimmers make good pictures. Even

those who are not especially pretty look attractive in tight bathing suits. As they grow older, girl swimmers usually grow hefty and lose their camera appeal. But Eleanor Holm Jarrett, veteran of ten years swimming, is still the shapeliest and most pictorial of all swimmers. She has developed from a pleasant, big-mouthed girl of 14 (*see top, right*) to an alluring, full-figured young lady (*see bottom, right*). The photograph below, incidentally, stands life-sized next to the box office at the Aquacade in the Great Lakes Exposition in Cleveland where Miss Holm swims for Billy Rose (*LIFE*, July 19). Mr. Rose is a shrewd judge of photographic allure. The fact that he has put this picture of Miss Holm next to his box office would indicate that it ranks high among Miss Holm's many photogenic poses.



At 14, on her way to her first Olympics in 1928, Eleanor Holm looked like this. Below, she is 23 and now a professional.



Front pages carried this photograph when the Holm divorce news broke on July 20. The picture has everything: a pretty smile, a graceful figure and youthful charm.

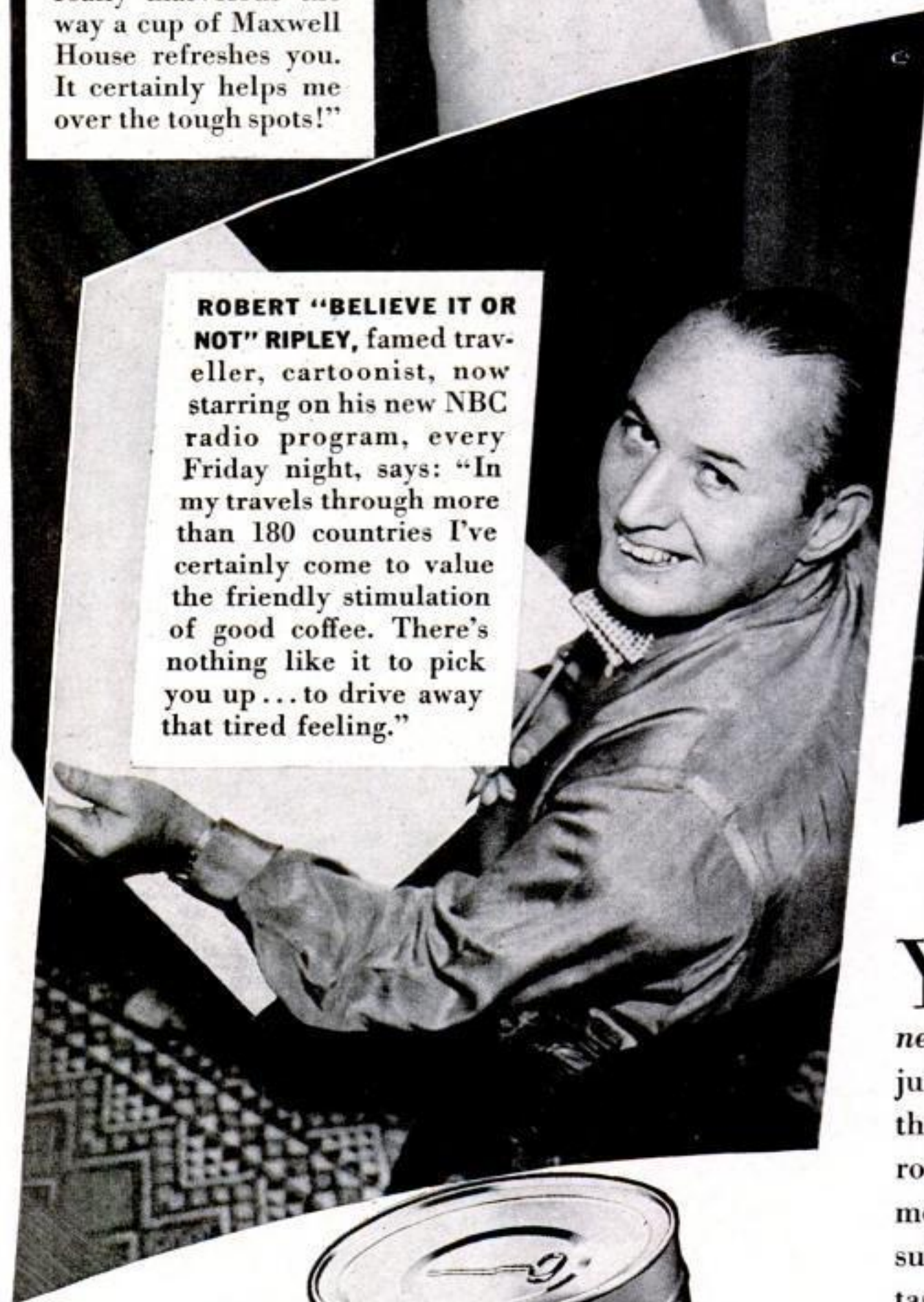


Going to the Olympics in 1936, Miss Holm was snapped in deck chair. When she was suspended for breaking training, the press had a field day running pictures of her.





TWINKLE, TWINKLE, LITTLE STAR! MITZI MAYFAIR, petite, vivacious dancer and singer in "The Show Is On" exclaims, "It's really marvelous the way a cup of Maxwell House refreshes you. It certainly helps me over the tough spots!"



ROBERT "BELIEVE IT OR NOT" RIPLEY, famed traveller, cartoonist, now starring on his new NBC radio program, every Friday night, says: "In my travels through more than 180 countries I've certainly come to value the friendly stimulation of good coffee. There's nothing like it to pick you up... to drive away that tired feeling."

A tip from the tops... here's
FRIENDLY STIMULATION



HELLO, AGAIN! JACK BENNY, star of Jell-O radio show and Paramount Pictures, enjoys a cup of his favorite coffee with MGM's Una Merkel. "You bet it's my favorite coffee!" says Jack. "That goes for me, too!" adds Una. "It's the 'tops' in flavor, all right. And Maxwell House is the only coffee I'm sure is always really and truly roaster-fresh!"

NOW—MORE DELICIOUS THAN EVER!

YOU'VE got a real thrill in store when you taste the delicious new Maxwell House. And "new" is just the word we mean. A blend of the world's choicest coffees, it is now roasted by an utterly new roasting method—Radiant Roast! You get subtle flavor tones you've never tasted in coffee before. You get a new richness and smoothness... a

new full-bodied coffee goodness! You get, in short, all the incomparable flavor of this magnificent new coffee! Thousands agree that never before has any coffee tasted so good. So try the new Radiant Roast Maxwell House tomorrow!

TUNE IN! Maxwell House Show Boat every Thursday night, NBC coast-to-coast network. Copyright, General Foods Corp., 1937



MAXWELL HOUSE COFFEE

GOOD TO THE LAST DROP

SPEAKING OF PICTURES

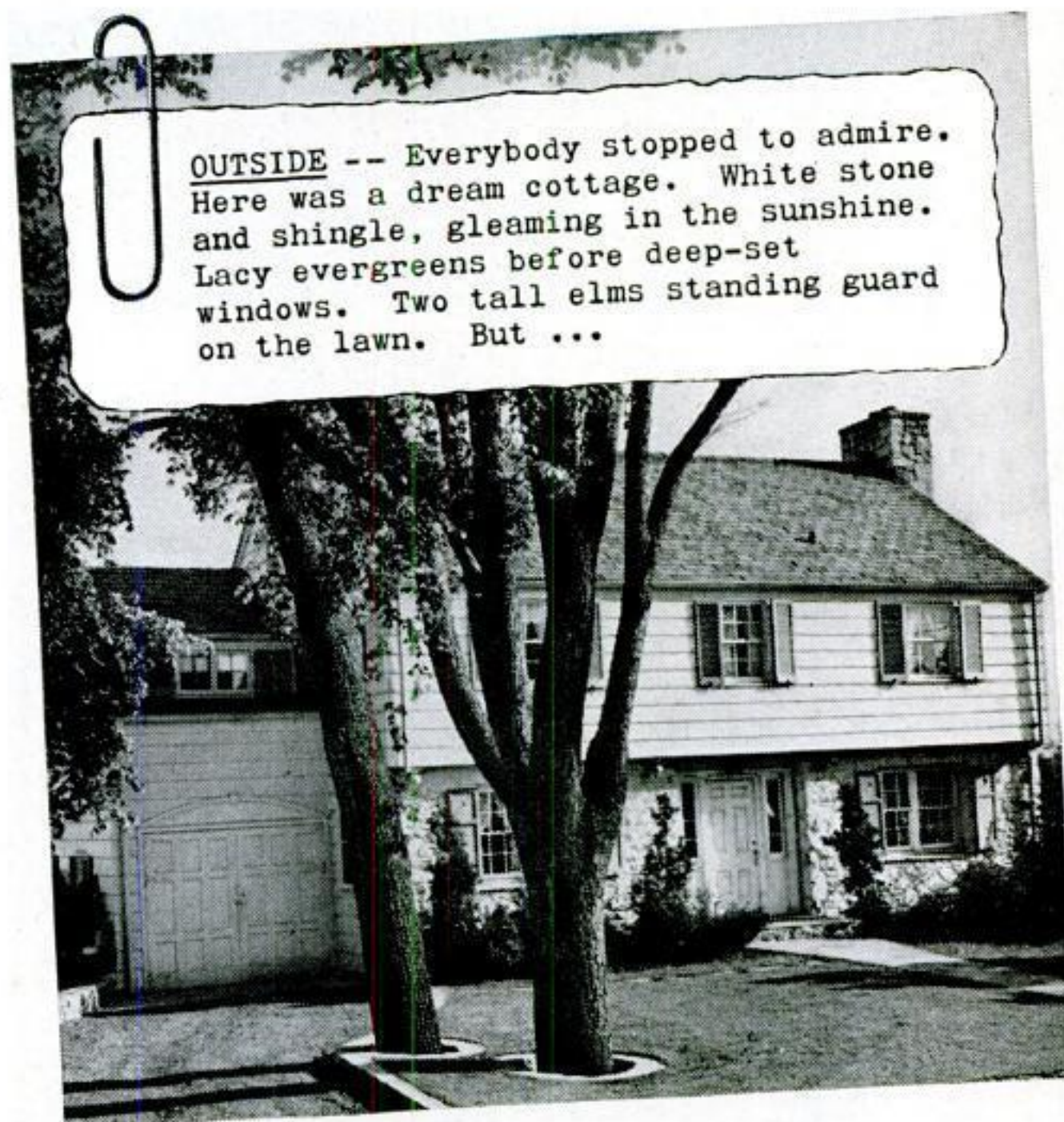
(continued)



Her little nephew is kissed by Eleanor Holm as she sails for 1928 Olympics. (At left, Lisa Lindstrom.) Born in Brooklyn, Eleanor learned to swim when she was 10. She placed fifth in these Olympics, soon began to break all backstroke records.



Her musical husband gets a careful kiss from Mrs. Jarrett. A good wife as well as a good camera subject, she does not want to get Art Jarrett wet. Below: Mrs. Jarrett, returning from the 1936 Olympics, greets her visibly worried mother.



OUTSIDE -- Everybody stopped to admire. Here was a dream cottage. White stone and shingle, gleaming in the sunshine. Lacy evergreens before deep-set windows. Two tall elms standing guard on the lawn. But ...



INSIDE -- Those who entered, criticized in whispers. Why? The rooms were charmingly decorated. Colonial furniture in perfect taste. Ruffy curtains framing a garden window. Quaint hooked rugs on polished oak. What was wrong?

ANSWER -- The loveliest home can be spoiled by tattle-tale gray in your curtains and linens -- that dingy color that shows they aren't really clean. So why use lazy soaps? Change to Fels-Naptha! It brings you richer golden soap and lots of naptha to loosen dirt thoroughly and wash it all away. It makes linens, curtains and all your clothes so beautifully fresh and snowy they add charm to your home instead of spoiling it. Get a few golden bars today and see how easy it is to ...

Banish "tattle-tale gray" with Fels-Naptha Soap!

COPR. FELS & CO., 1937

How Rosalie found a fascinating new world



BERNICE GREEN OF INDIANAPOLIS, SAYS:

SO MANY GIRLS IN THE STUDIOS USE LISTERINE TOOTH PASTE THAT I HEEDED THEIR ADVICE AND USE IT MYSELF



DO AS NEW YORK MODELS DO, USE LISTERINE TOOTH PASTE

Without perfect teeth, not one model in ten has a chance of success before the camera. No wonder famous New York models choose Listerine Tooth Paste. Its ingredients are super-fine in character, amazingly gentle in action; yet give marvelous cleanliness and brilliant lustre.

Why don't you, too, try Listerine Tooth Paste? See what an improvement it makes in your teeth in a few weeks.

LAMBERT PHARMACAL CO., St. Louis, Mo.

More than $\frac{1}{4}$ POUND of tooth paste in the double size tube

40¢

Regular size tube - 25¢



SPEND A QUARTER AND ENJOY PAINLESS SHAVING FOR 3 MONTHS

We said we could bring out a better shaving cream for a quarter than some people do for 35¢—and, by golly, we've done it!

At least a million men have changed to Listerine Shaving Cream for keeps. And for one reason only:

Listerine Shaving Cream gives the closest, cleanest, coolest shave they have ever known. Absolutely free from pain, irritation, rawness or burning.

Whether your skin is oily or dry, your beard wiry or thin, Listerine Shaving Cream will give you the best shave you have ever had. It combines a healing, soothing lotion

with its cool, abundant lather which wilts the beard in seconds.

And man, what economy; 104 shaves for 25¢; enough for 3 months. Buy a tube today and see how it lives up to the claims we make for it. Lambert Pharmacal Company, St. Louis, Mo.

104 Cool Shaves FOR 25¢

P.S. Do you know that Listerine Antiseptic itself is a wonderful after-shaving lotion?

REG. U. S. PAT. OFF.

August 9, 1937

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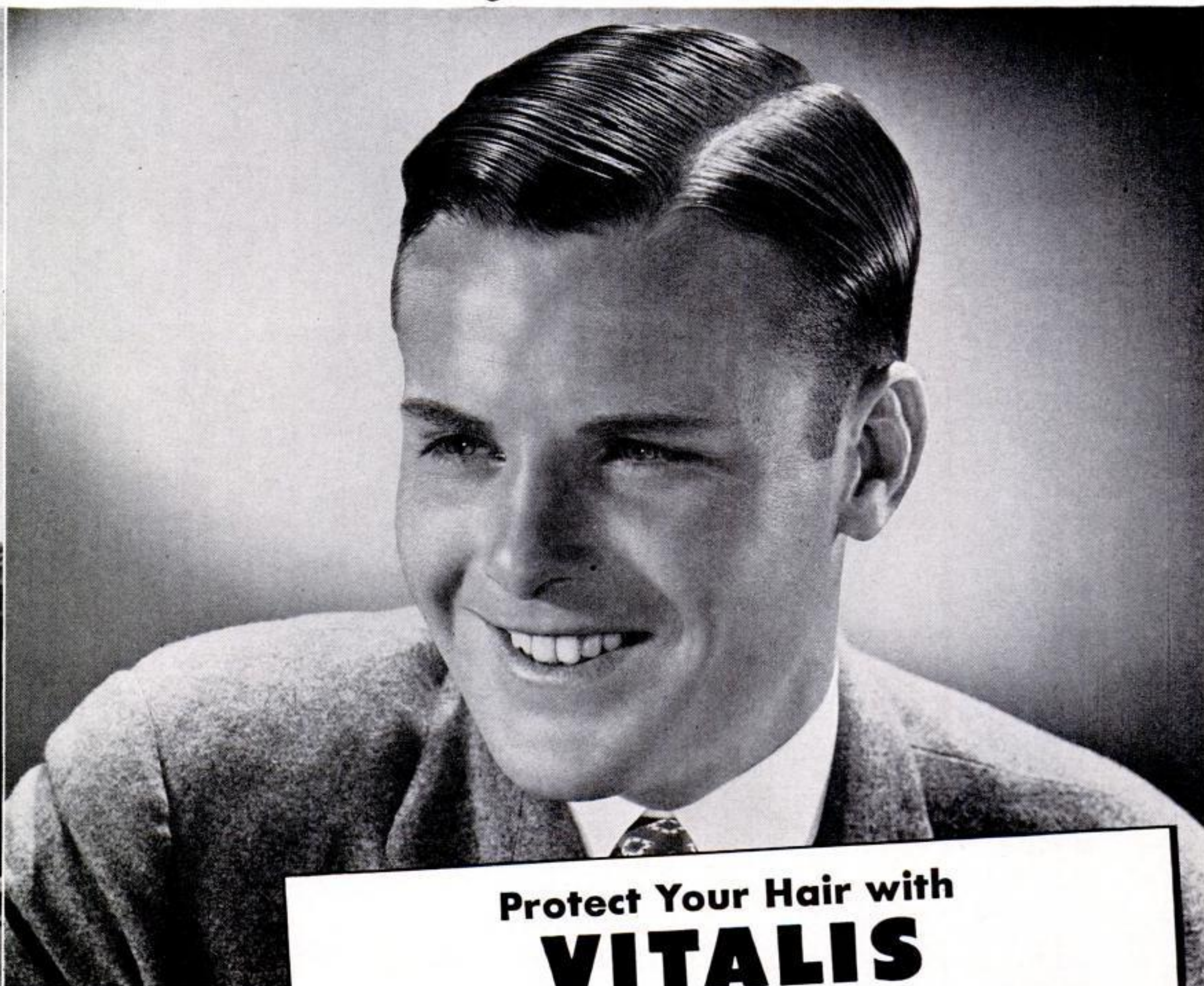
SUBSCRIPTION RATES: One Year in the U. S. and Possessions, \$4.50; in Canada, \$5.00.

*Canadian Postage 50¢ Extra



 *Cream of Kentucky*
Copr. 1937, Schenley Distributors, Inc., N. Y. 90 PROOF
KENTUCKY STRAIGHT BOURBON WHISKEY

*Sun and Water are healthy for you
— but not for your Hair!*



SUMMER'S a serious season for your hair. Sports such as swimming and sailing, tennis and golf are great for your health and your happiness but they are hard on your hair.

For the summer sun beats down on unprotected hair—making it dry and brittle—dull and lifeless—robbing it of its vital, natural oils—and you yourself complete the job when, in your shower or your plunge, you drench it in the water.

Your hair needs the help of Vitalis and the "60-Second Workout"—to protect it from drying out brittle and lifeless. Apply Vitalis with a brisk massage. Feel the fine tingle as Vitalis gets in its good work and its pure vegetable oil comes to the rescue of your oil-depleted hair. Circulation is aroused—your sun-parched scalp "comes to life"—your hair takes on a rich, lustrous look. 50 seconds to rub, 10 seconds to comb and brush—that's the "60-Second Workout."

With Vitalis, every hair is firmly in place—just the way you want it—without a trace of that very

objectionable "patent-leather" look.

So this summer, enjoy your swimming and your golf, your fishing and your tennis—but whatever you do, take care of your hair. Protect it against sun and water—help keep it healthy and handsome with Vitalis and the "60-Second Workout."

Protect Your Hair with **VITALIS** and the "60-Second Workout"



1 50 SECONDS TO RUB—Circulation quickens—flow of necessary oil is increased—hair has a chance!

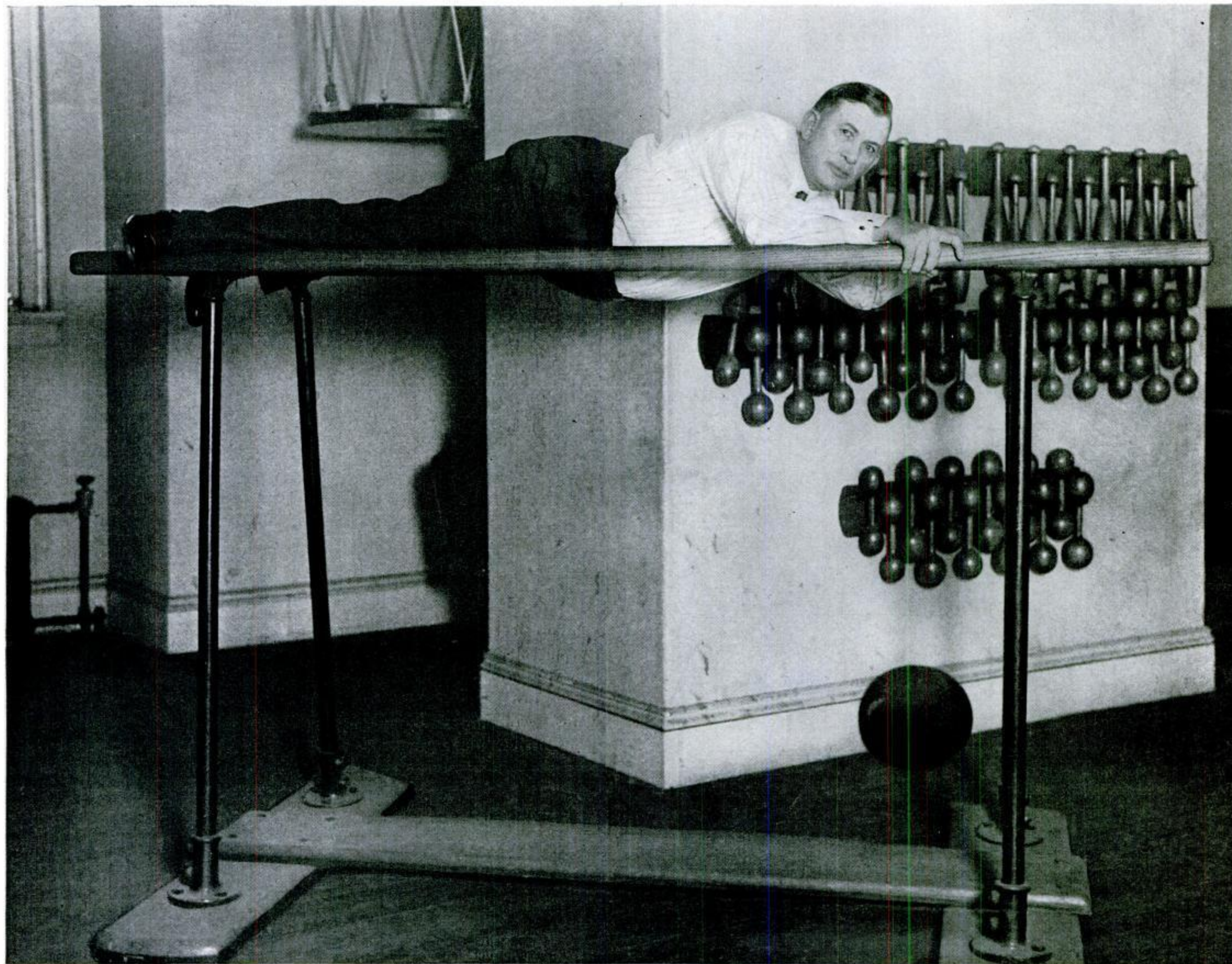


2 10 SECONDS TO COMB AND BRUSH—Your hair has a lustre—no objectionable "patent-leather" look.



WARNING—For your protection in the barber shop—genuine Vitalis now comes only in the new, sanitary Seal-tubes—sold by barbers who display this seal. Insist on Seal-tubes!

VITALIS AND THE "60-SECOND WORKOUT" HELPS KEEP HAIR HEALTHY AND HANDSOME



SENATOR ALBEN W. BARKLEY OF KENTUCKY EXERCISING IN THE SENATE GYMNASIUM IN WASHINGTON (1927)

THE SENATE MAJORITY LEADER STRADDLES A DIVIDED PARTY

On the evening of July 28, Senate Majority Leader Barkley went to the White House, accompanied by Speaker Bankhead and Floor Leader Rayburn of the House. Their purpose was to confer with the President on what could be salvaged of the New Deal-for-1937 after its grounding on the Court Bill reef. They emerged after two hours with the historic announcement that Franklin Roosevelt, far from abandoning ship, had decided to put his shaken prestige to a major test by pressing on immediately toward the following "preferred" list of legislative goals: (1) wage & hour regulation; (2) low-cost housing; (3) reform of lower Federal courts; (4) plugging of tax loopholes; (5) sugar-quota revision. No less a test of his new Leadership faced Senator Barkley as he returned to the Capitol to show how many of these goals he could reach before the Congressional drive for adjournment got completely out of hand.

A big-boned Kentuckian, Alben William Barkley stepped up from House to Senate in 1927, immediately began training for his new duties by workouts in the

Senate gymnasium (*see above*). Since 1932, when he was chosen keynoter of the Democratic National Convention in Chicago, Senator Barkley has had no time for parallel bars and wooden dumbbells. But now, thrust by Senator Robinson's death into the leadership of a Senate majority rent by basic antagonism and distrust, he finds himself in as strenuous a straddle as any he ever assumed in the gymnasium.

The Senate breach was clearly demonstrated in the 38-to-37 vote by which Barkley beat Pat Harrison for Leader. Like his predecessor, Barkley represents the Democratic politicians who, through conviction or expediency or Party regularity, remain absolutely loyal to President Roosevelt. His great task is to win back to the fold politicians like Vice President Garner and Senator Harrison whose outraged convictions have at last driven them to reassert their normal Southern conservatism and their belief in a balance of the three branches of Government. For an examination of the causes of the astonishing breach which in six months has split wide open the united New Deal army of 1933-37, turn the page.

CORCORAN AND COHEN HELP MAKE . . .

On July 27, that part of President Roosevelt's plan for Administrative reorganization which proposes to create six new "Assistant Presidents" came up for House debate as a separate bill. "How dangerous it is," cried Republican Charles L. Gifford, "to give the President any more Cohens and Corcorans!" Stoutly answered Democrat John J. Cochran: "Congress would be better off if there were a few more Corcorans and Cohens, men who understand the drafting of laws." The bill was passed, 260 to 88.

Thus spotlighted again were two brilliant young Presidential favorites who amply fulfill his prerequisite of a "passion for anonymity" in his new assistants. Despite their reticence, the inseparable team of Thomas Gardiner ("Tom") Corcoran (left), and Benjamin Victor ("Ben") Cohen (right) has come to typify in Washington the impatient and impassioned idealism which is the driving force behind what General Hugh S. Johnson (below, right) calls the "Third New Deal." It is Senate Leader Barkley's job to repair the Party breach cracked open by their program's headlong collision with the wall of Democratic tradition.

Tom Corcoran is nominally counsel of the RFC. Ben Cohen is general counsel of the National Power Policy Committee. Washington began to realize that they were a whole lot more than their titles signified when they were credited with writing the Securities Act of 1933, the Securities & Exchange Act of 1934, the Public Utility Act of 1935. The pair stationed themselves in small, obscure offices with no names on the doors. Mystery only nourished their fame. As outstanding pupils and protégés of Harvard's Felix Frankfurter, they were dubbed the "Happy Hot Dogs." In 1935 Corcoran and Cohen won fresh renown as reputed authors of the Public Utility Act with its famous "death sentence" for holding companies.

With the Second Roosevelt Administration, stories about Irish Tom Corcoran and Jewish Ben Cohen began sprouting like tares.



Thomas Gardiner Corcoran was born in Pawtucket, R. I., Dec. 29, 1900, son of a lawyer. After a course at Brown, alma mater of Charles Evans Hughes and John D. Rockefeller Jr., he went on to Harvard Law School, graduated first in his class (1925). Followed a year of graduate study and a

year—his happiest—as secretary to the late, great Justice Oliver Wendell Holmes. Then for five years he worked in a potent Manhattan law firm, meantime making & losing most of a small fortune in the stock market boom & crash. He went to Washington in 1932 as a law clerk in the original RFC.



United States Senate

MEMORANDUM

No change in S. C.
 No Procter
 No moving judge
 Direct appeal to S. C.
 Intervention of A. G.
 in cases involving
 constitutionality of statutes
 Assignment of ~~senior~~ judge
 by Senior Circuit Judge
 New judges on basis of need
 not age

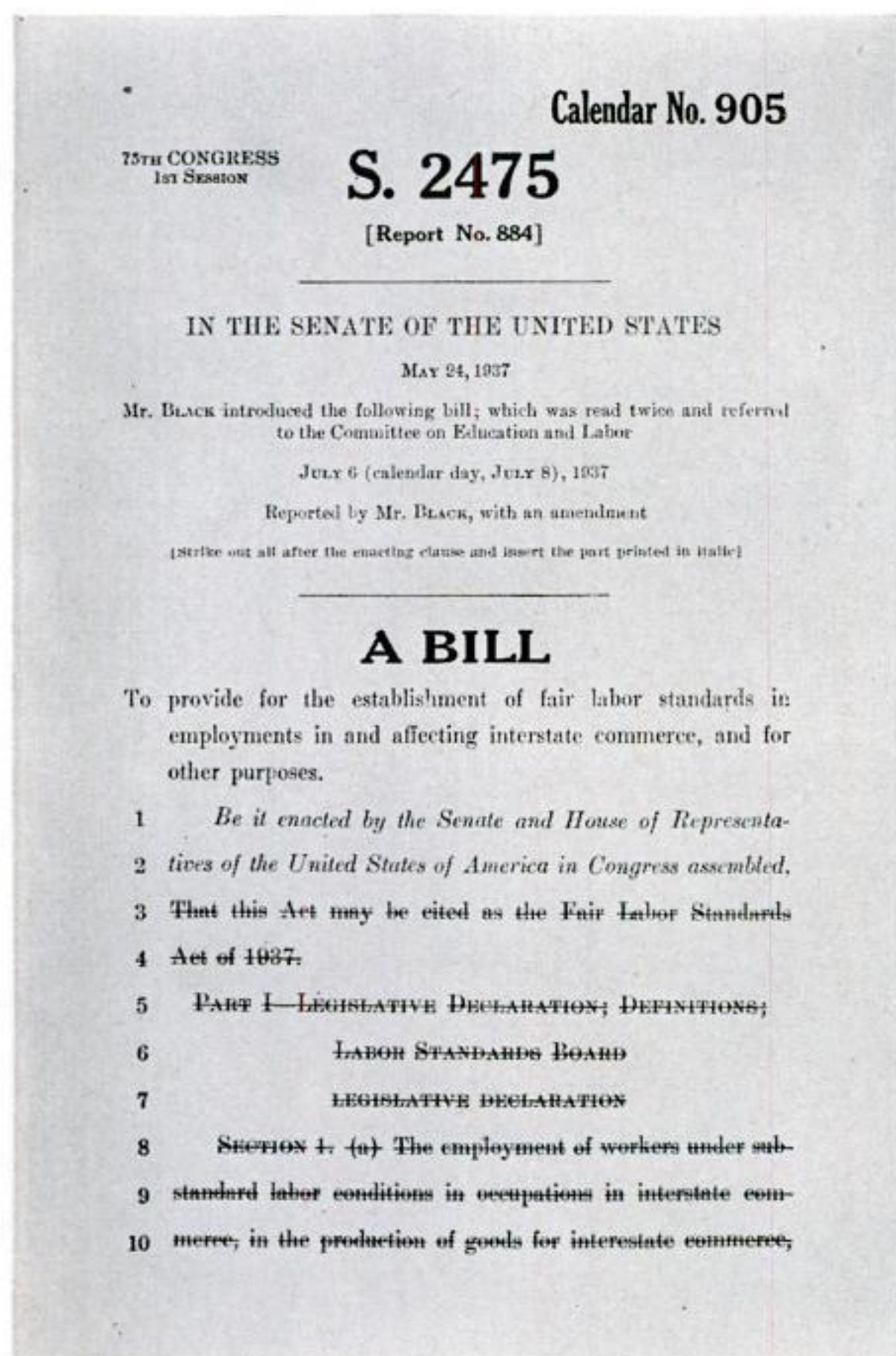
The obituary of the Court Bill reputedly inspired by Tom Corcoran and Ben Cohen was scrawled by Senator O'Mahoney on a memorandum sheet (above) at a meeting of the Senate Judiciary Committee, July 22. The Bill's opponents dictated a new bill omitting all mention of the Supreme Court.

... AND BREAK THE "THIRD NEW DEAL"

Tom Corcoran, voluble front man of the team, was credited with becoming a virtual *alter ego* of Franklin Roosevelt, bludgeoning Congressmen into line with patronage threats, editing if not actually ghostwriting the President's important speeches. The Administrative reorganization plan, centering more and more power in the President, was right up their alley. The scheme to add six new justices to the Supreme Court was supposed to be their invention. So was the plan to divide the nation into seven power provinces along TVA lines. They were universally taken to be the authors of the Wages & Hours Bill.

In all these things General Hugh Johnson, No. 2 man of the "First" (emergency period) New Deal, has discerned a pattern shaping into a one-man U.S. Government. Loyal to his old chief's objectives, the General-turned-columnist declares: "Since the first of the year . . . somebody has convinced the President that the goals can't be reached without substantial scrapping of [our democratic] tradition." "That program," he wrote of the Third New Deal, July 15, "prepared secretly by unelected, irresponsible theorists, without consulting experience at any point! That program dictated to legislative wheel horses, and then ruthlessly herded by hard-riding anonymous young political cowboys to force it regardless of their principles and beliefs!"

Whether or not their influence on the President has been exaggerated, Tom Corcoran and Ben Cohen are indisputably reformers of the brilliant, impulsive type—careless of tradition in their exuberant drive for great social and economic objectives—whom Franklin Roosevelt finds most congenial. With the current ascendancy of politicians over brain trusters, they may now go the way of Raymond Moley and Rexford Tugwell. Irrespective of their personal fate, the great U. S. political question of mid-1937 is how much, if any, a fighting President (*left, bottom*) will now moderate the course on which he and they have been traveling.



The Wages & Hours Bill was drafted by Corcoran and Cohen. How a Senate committee changed it is shown above in the picture of its first page. Striking out everything from the enacting clause through 47 pages, the Senators wrote a milder version which was amended and passed by the Senate July 31.

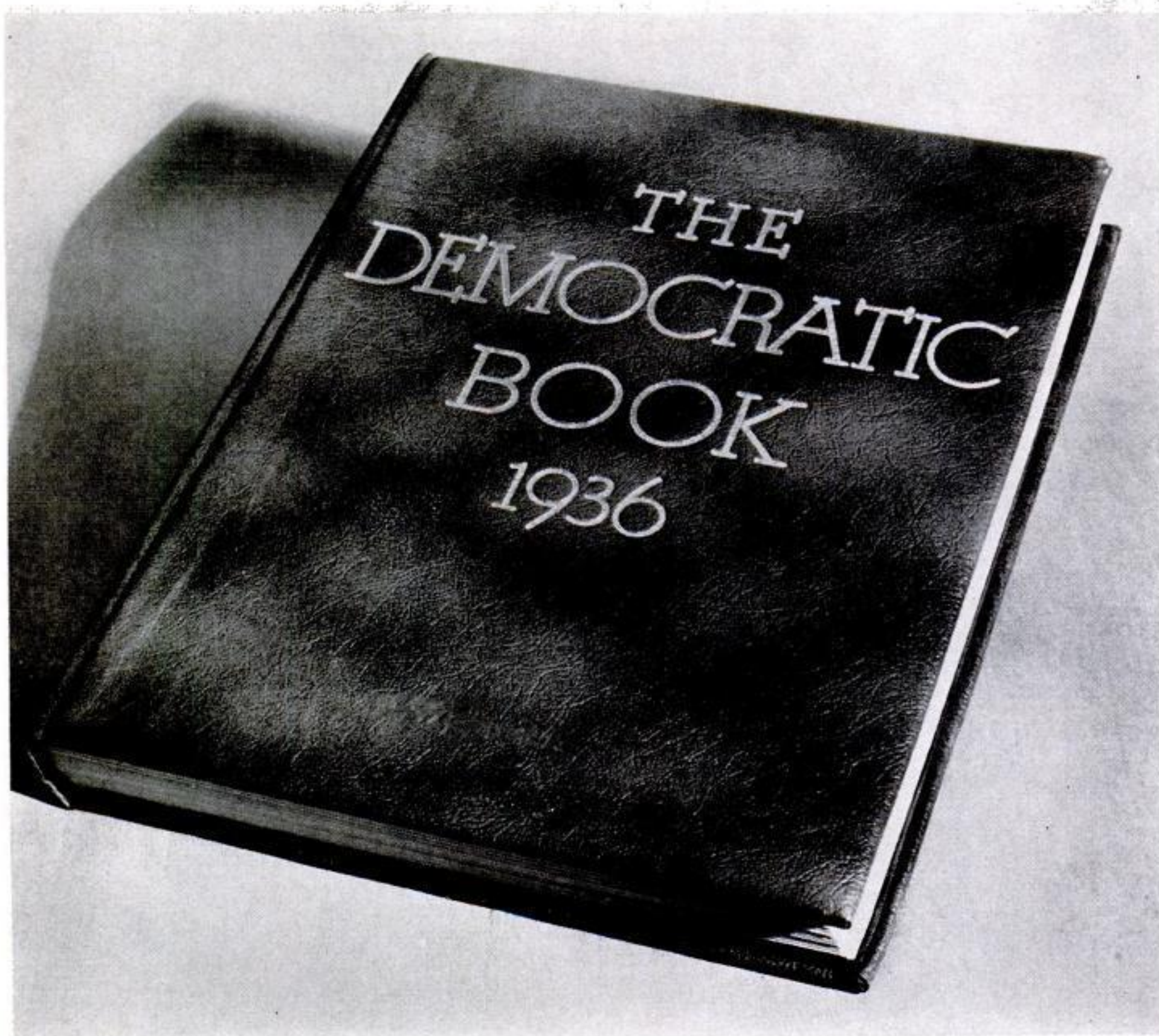


Benjamin Victor Cohen was born in Muncie, Ind. (known sociologically as "Middletown") Sept. 23, 1894, son of a scrap-iron merchant. He was called the most brilliant student ever to attend the University of Chicago (class of 1914). After a law degree at Harvard, he worked as secretary to U. S.

Circuit Judge Julian Mack, as Wartime assistant counsel of the U. S. Shipping Board, peace-conference counsel of the American Zionists. In 1922 he settled down to private practice in New York, made a small fortune in the market. He went to Washington in 1933 as associate general counsel of PWA.

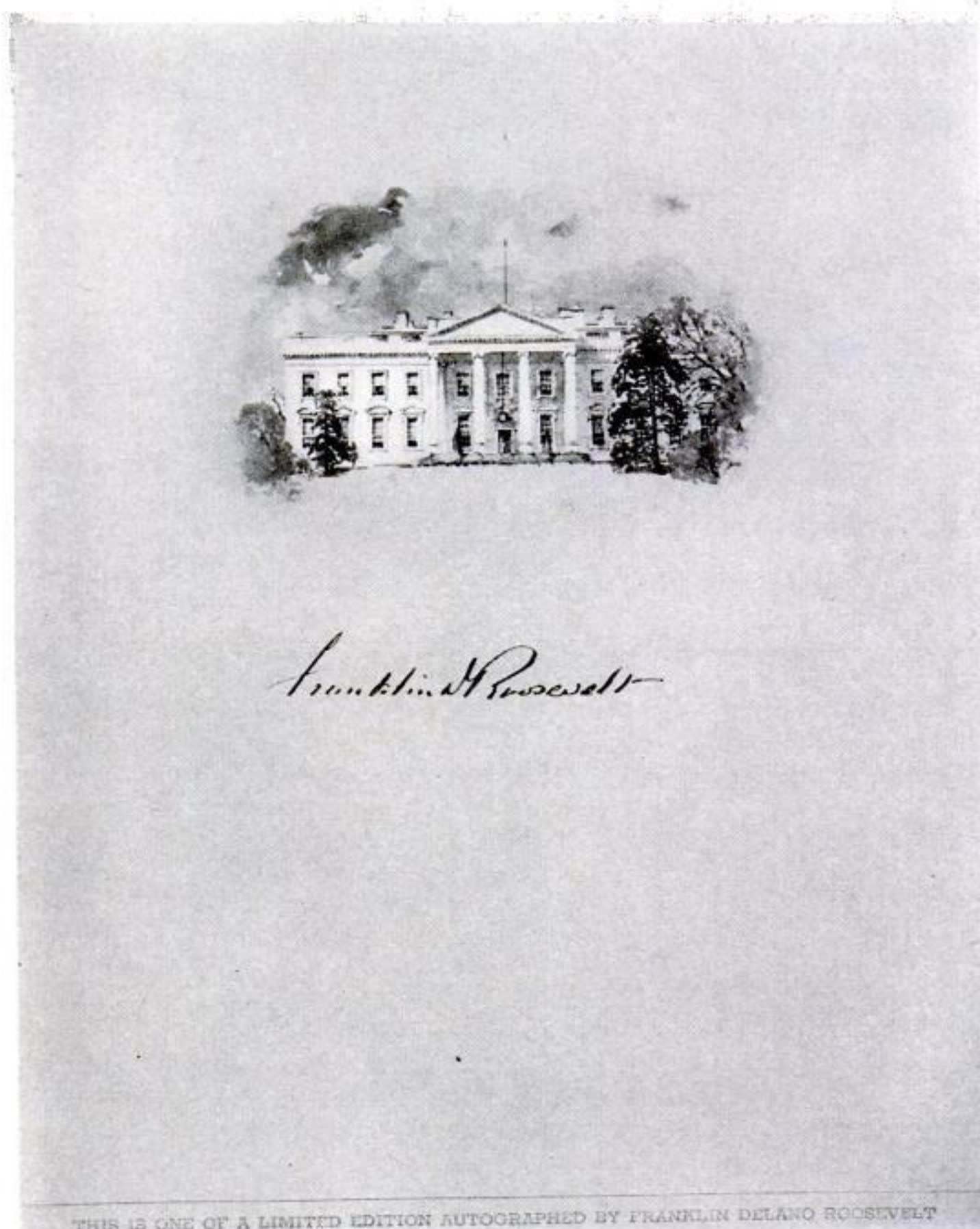


LIFE ON THE AMERICAN NEWSFRONT: ROOSEVELT AUTOGRAPH MAKES POLITICAL TROUBLE



The volume at left is a souvenir campaign book published by the Democratic National Committee. It contains the 1936 convention program, articles and advertisements. In plain binding, it was sold at Philadelphia for \$2.50. The leather-bound President's Edition shown here would, wrote the *New York Times*' Arthur Krock on July 26, "be overpriced at \$25." Yet hundreds of copies of it have been sold to corporations and individuals at \$250, ostensibly because each book contains the autograph of Franklin D. Roosevelt. Chiefly through the efforts of New York's Bert Snell, Republican leader of the House, that sale has now become a good-sized Washington scandal.

This scheme for cleaning up the Democratic campaign deficit was concocted by the late W. Forbes Morgan, Democratic treasurer and Mrs. Roosevelt's uncle by marriage. Last November, he persuaded the President to sign 2,500 blank sheets, which were promptly bound into copies of the convention book. The Federal Corrupt Practices Act forbids corporations to make campaign contributions in Federal elections. On June 7, Representative Snell produced in the House a photostat of a purported sales letter from the Democratic Committee declaring: "The sale of the book enables us to legally accept corporation checks, and this is the way all the companies who are assisting us are handling these expenditures." After House inaction on his resolution for a Congressional investigation, Mr. Snell on July 27 hopelessly asked Attorney General Cummings to investigate.



2,500 times Franklin D. Roosevelt wrote his name like this. The White House scene in color was presumably printed on the sheet later. The President, explained his Secretary Steve Early, was entirely ignorant of what his autographs were to be used for.

FOREWORD



Democracy is not a static thing. It is an everlasting march. When our children grow up, they will still have problems to overcome. It is for us, however, manfully to set ourselves to the task of preparation for them so that to some degree the difficulties they must overcome may weigh upon them less heavily.

I am confident that the people of the nation, having put their shoulders to the wheel, will build a better future for the children of the days to come.

FRANKLIN D. ROOSEVELT

Buyers of the Democratic Book include: Automatic Voting Machine Corp. (12 copies), Walter P. Chrysler (50), Medusa Portland Cement Co. (10). The *New York Times* discovered July 26 that about half of New York's buyers had not bothered to take delivery.

A NEW COMET STREAKS ACROSS THE NORTHERN SKY



Most important comet of the decade is the Finsler Comet now making its first appearance. Discovered July 4 by Dr. P. Finsler of Zurich, it is progressively photographed

above at Lowell and Yerkes observatories. On Aug. 8, it will reach maximum intensity, at 50,000,000 miles from Earth. To see it then, look northwest, 30° above the hori-

zon until you spot the three-star handle of the Big Dipper. The comet, with its flaring tail visible to the naked eye, will be between the two middle stars and a little below them.

FOUR SCOTTSBORO BOYS SET FREE AFTER SIX YEARS

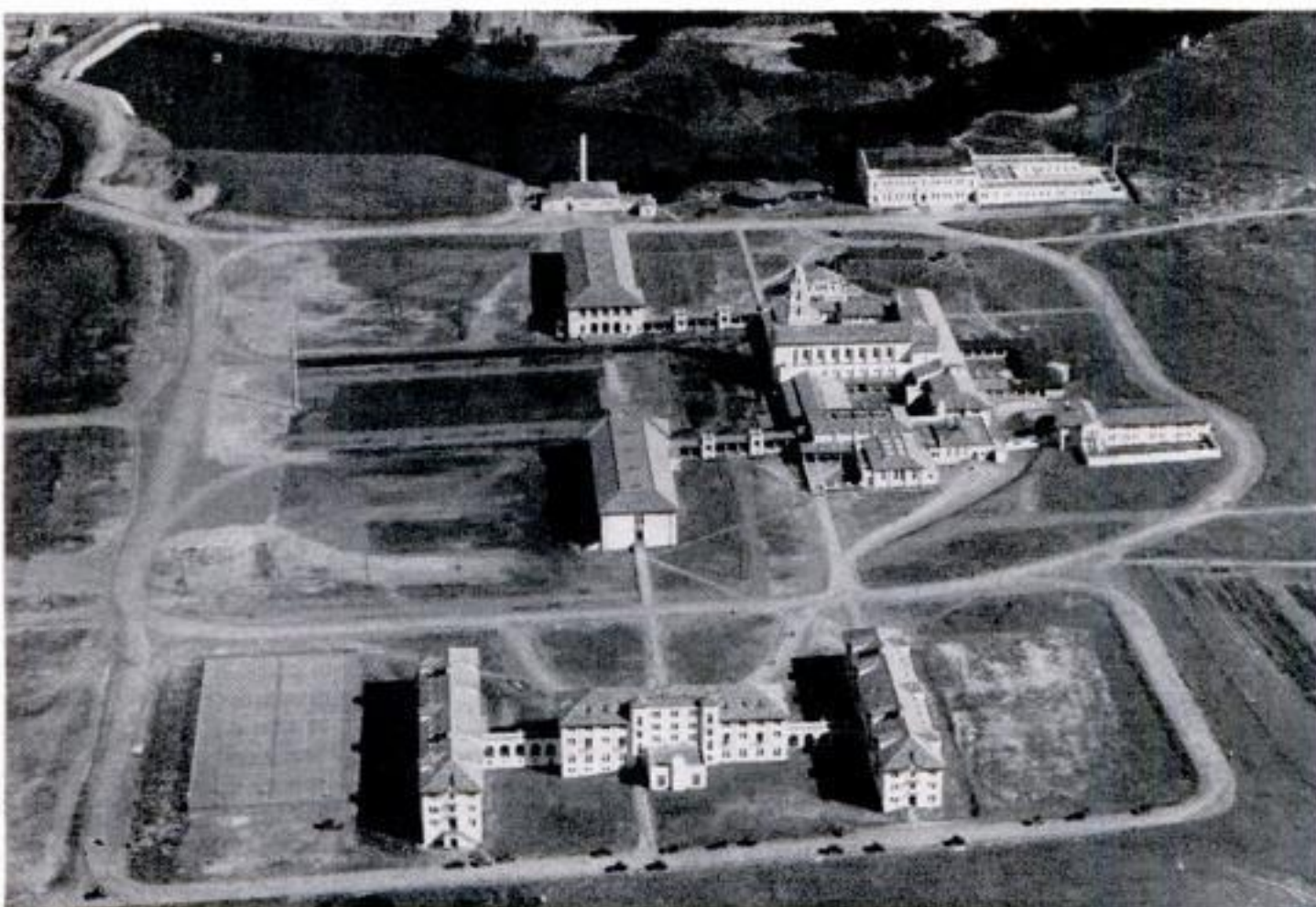


Rushed to New York by their famed lawyer Samuel Leibowitz, four of the Scottsboro Boys—Williams, Roberson, Montgomery and Wright (*LIFE*, July 19)—posed

goggling at the Statue of Liberty from his office (*left*). After six years in jail, Alabama set them free July 24 because they were sick or juveniles at the time of their alleged crime.

Mr. Leibowitz was congratulated by his wife and daughter (*centre*). Heywood Patterson (*right*) and the four other Boys remained in jail with sentences of 20 years to death.

ST. MARY'S COLLEGE IS AUCTIONED OFF FOR \$411,150



Famed for football, St. Mary's College got a fine new plant near Oakland, Calif. in 1928 (*above*), built by its operating Christian Brothers with the proceeds of a \$1,500,000

bond issue. Since 1934 the bonds have been in default. On Oakland's courthouse steps July 23 Sylow Berven (*left in group*) offered the college for sale. Only bid (\$411,150)

was made by Leland B. Groezinger (*centre*) and Gerald S. Levin (*right*), attorneys acting for the bondholders, who will probably lease the plant to the Christian Brothers.

LIFE ON THE AMERICAN NEWSFRONT: "BIG APPLE" IS NEW DANCE CRAZE SWEEPING THE SOUTH



Tapping their feet above are performers of the South's latest dance craze, reputedly started this spring by South Carolina college boys who copied it from Negroes in a night

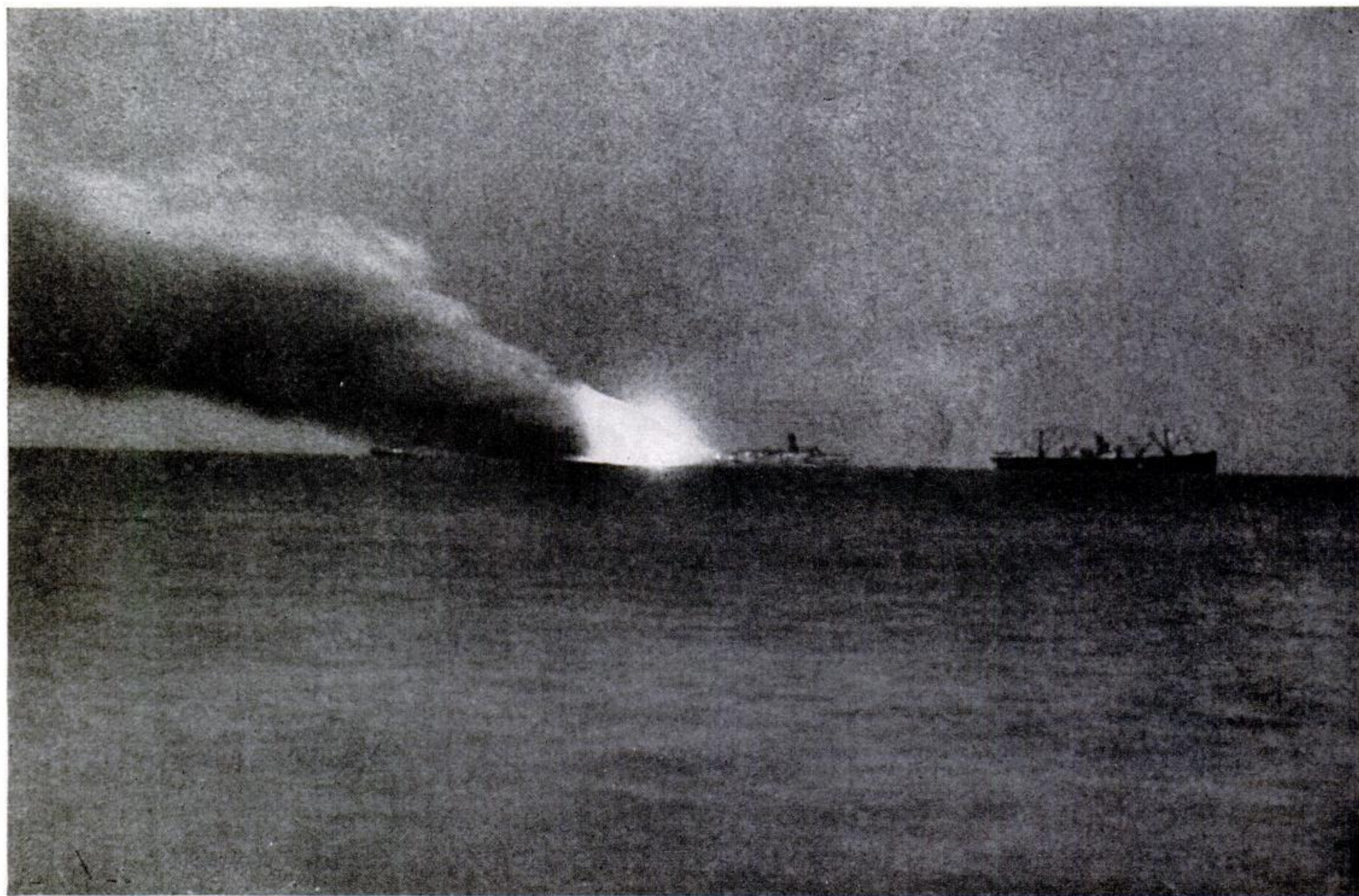


club called "The Big Apple." Beginning with foot-tapping in a circle, the dancers proceed at the cries of a caller into a loose-hipped, freehand combination of "truckin'"



and the square dance, with licks of "Praise Allah" and Virginia reel. Many a Southern tavern and drugstore now displays a sign: "Sorry no Big Apple. Not enough room."

THREE DIE AS STEAMER BURNS IN CHESAPEAKE BAY



A night photograph from shore two miles away was made of the *City of Baltimore* as she burned in Chesapeake Bay July 29. With 93 passengers and crew aboard, the 26-year-

old steamer set out from Baltimore for Norfolk at 6:30 p.m. As the ship rounded into Chesapeake Bay short time later, watchers ashore saw her suddenly enveloped in a great

burst of flame. Most passengers leaped into the water to be picked up by rescue ships, but three died. Headed inshore, the *City of Baltimore* burned to the waterline in four hours.

\$2 CAMERA CATCHES MILWAUKEE THIEF IN ACTION



Robbing the cash register of the Milwaukee battery shop of Irving Straubinger, Daniel Berg, 14, was caught in the act by the picture above. Straubinger, troubled by similar robberies in the past, recently persuaded a photographer friend named Doine to set up an ingenious thief-

catching apparatus. It consisted of a \$2 Brownie camera hidden in a carton, focused on the cash register. The shutter was left open at night with an alarm attachment which closed it before daylight to prevent spoiling the film. A wire was run from the cash drawer to a light socket

containing a flash bulb, so that opening the drawer would light the bulb, make a picture. For six nights nothing happened. On the seventh morning Doine found on his film the picture above. On its evidence police arrested Berg and two young accomplices. All were put on probation.

MAPPING THE BATTLE AT DAWN

Page 24





AT THE COMMAND "MARCH ORDER," THE MOTORIZED FIELD ARTILLERY OF THE 56TH BRIGADE ROLLS OUT OF CAMP FOR BATTLE MANEUVERS

THE NATIONAL GUARD WITH MOTORIZED 75s BLASTS ENEMY AT FORT BRAGG

Photographs for LIFE by Thos. D. McAvoy

Crack of dawn on July 13 found two National Guard officers and an Army instructor (Brig. Gen. Sumter Lowry Jr., Major Lucien Moret, Col. Alfred Sands, *on opposite page*) poring over maps in a field near Fort Bragg, N. C. Nearby were their 2,200 men, from four Southern States, stirring beside their guns. The day before they had coupled their French 75s to their green army trucks and bounced over the roads at 35 m.p.h. from Camp Jackson, S. C. to Fort Bragg, 175 miles away. Now their batteries were lined up in rough, unknown terrain, awaiting firing signals. Their tactical problem was to demonstrate for U. S. Army observers a new and revolutionary firing technique. Artillery battles heretofore have generally been fought from hills, mainly because hills are vantage points from which gunners can pick out enemy targets and batter them. But the 56th Brigade of the National Guard was this year ordered to rout a mythical enemy 5,000 feet away with artillery fire against targets they could not see. To pre-

pare the barrage, aviators flying 20,000 feet up had taken photographs of the enemy terrain. On the pictures were marked out the targets. From these maps fire control data were calculated, ranges found and guns set. Just after dawn, the first salvo was fired.

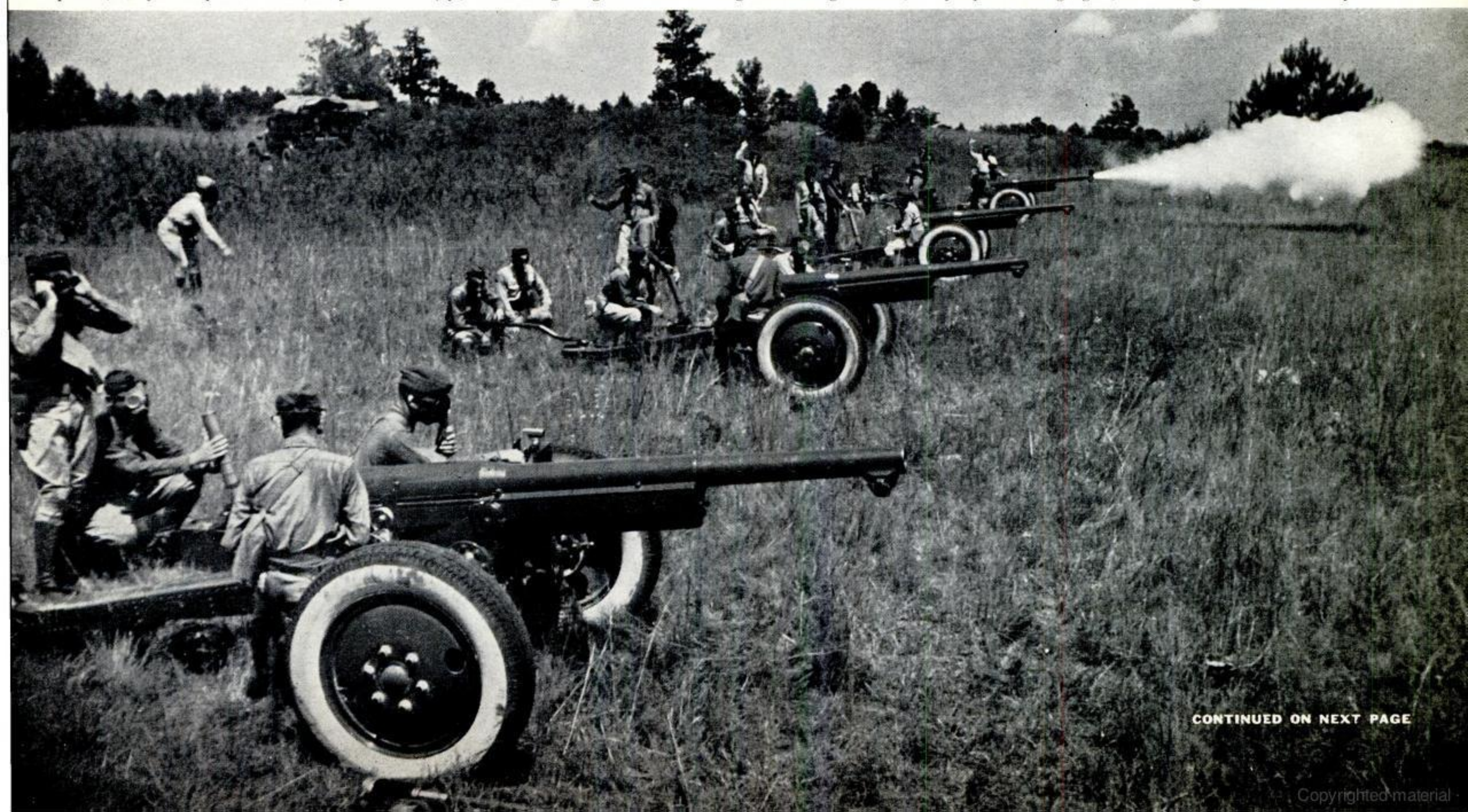
So devastating was the 56th's firing, that by night the mythical foe was in full retreat. At 11 p.m., the 56th undertook pursuit. In pitch dark and driving rain, they ploughed with trucks and guns through forests cut by gullies and streams. At 3 a. m., before the foe could assume a second defensive position, the 56th had caught him in a deadly pincer. At dawn, a new artillery barrage was laid down with telling aim. Then, their battle over, 2,200 weary soldiers coupled their guns on their trucks, rode back to camp for baths and sleep.

With such maneuvers, held in 65 National Guard encampments for 15 days each summer, 185,000 U. S. citizen-soldiers from 18 to 45 years of age are drilled to play a first-line part in national defense.

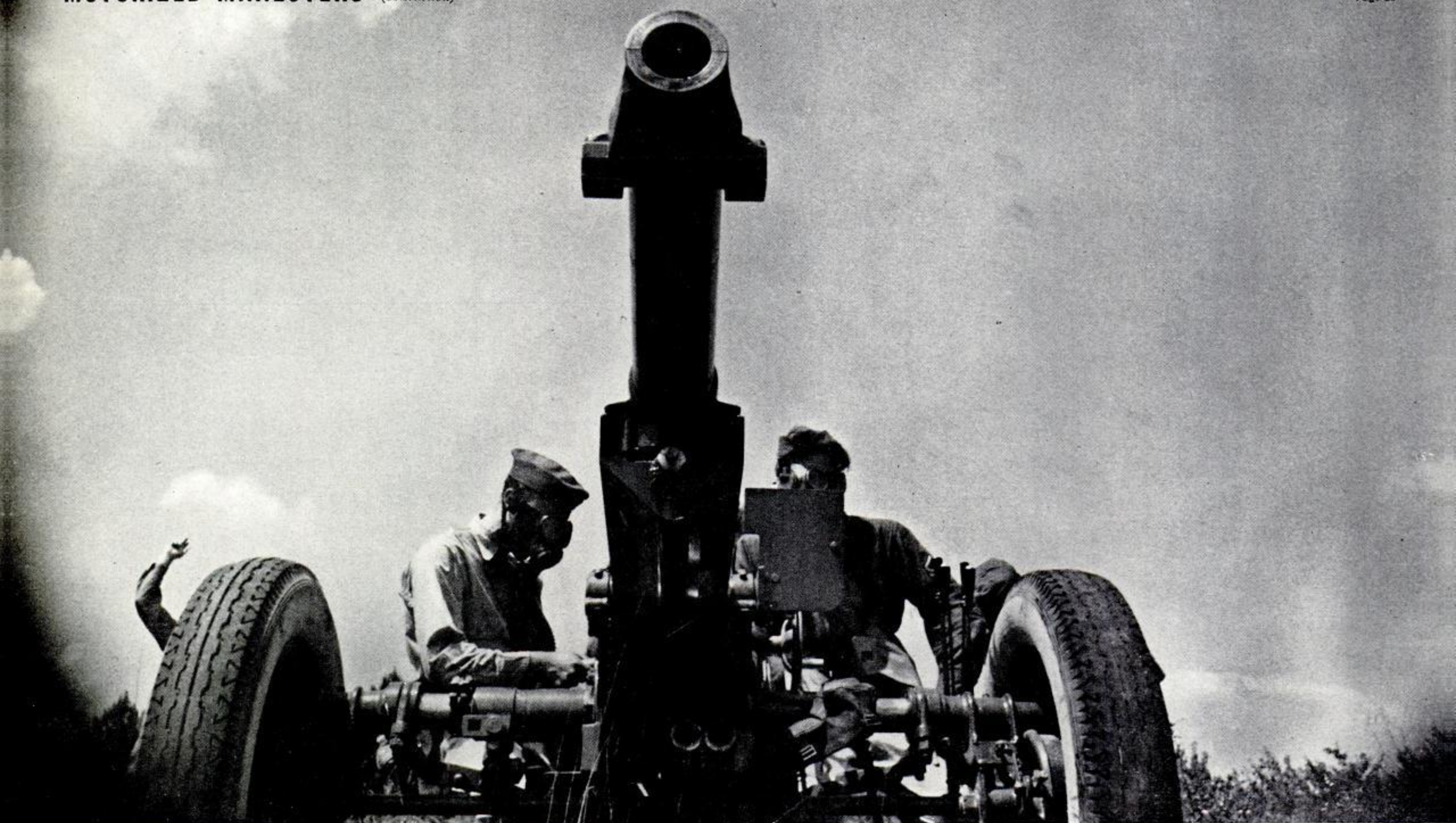
A battery of four guns lines up for a salvo at Fort Bragg. The commanding captain, at observation post left of this picture, has just telephoned the battery executive (*left,*

with arm down) to signal No. 1 gun to make a test fire. The executive relays the message to the section sergeant in charge of gun. When the sergeant's arm goes down,

the gunner lets go the lanyard (6-to-8 in. string with ball on end) which discharges the shell. No. 1 gun has jumped its firing signal, for its sergeant's arm is still up.



CONTINUED ON NEXT PAGE



The French 75s used by the Guard date back to 1918, but have been brought up to date with balloon tires and ball bearing axles. No. 1 gunner (*left*) is spinning the elevation wheel, while his left hand holds the firing lanyard. The gun corporal (*right*) is peering through sight. The firing signal will be given by the sergeant whose arm (*left*) is raised.

A blast from a French 75 is recorded in this head-on picture through the telephoto lens of LIFE's photographer Thomas McAvoy, who lay on the ground 40 ft. forward in direct line with muzzle. The dark splotches (*right*) are pieces of wad, or packing to hold in the powder charge behind the projectile. They just missed him. Packed before the wad is shrapnel.



GENERAL MUD TAKES COMMAND



At 35 miles an hour the Guard's motorized field artillery bounces over rough ground. Gun and carriage weigh 3,000 lb. French 75s, bought during the World War, are still the Army's chief light artillery. They have no delicate mechanisms to get out of whack.



To test maneuverability, gun trucks take to the woods. All National Guard artillery units are motorized. So are two-thirds of the regular army's light artillery, all its heavy artillery. In one hour a motorized unit covers terrain covered in one day by horse artillery.



North Carolina mud mired this National Guard outfit. Gun crews worked four hours in sweat and muck to extricate their trucks. The more they pushed, the deeper the hubs sank in mud. Guns have been unlimbered and wheeled off to safety on higher ground (right).



Straining every nerve, the Guardsmen heave to get this truck out of engulfing quicksand. Shirts are drenched with sweat. Soon most of the men will have stripped to the waist. All National Guard equipment is supplied by the U. S. Army, maintained by the States.



First concern of the gun crew is its 75. The gun is fastened to its carriage by one screw. Had a real enemy attacked, the crew would have removed this screw, fired, demolished the carriage and thus rendered their gun useless before it fell into the enemy's hands.



At the nearest pond the boys of the 116th Florida Field Artillery strip, wade in, wash their mud-caked faces and bodies. Those at left are scrubbing North Carolina mire from clothes and boots. After bathing, the weary soldiers returned to camp for food and rest.

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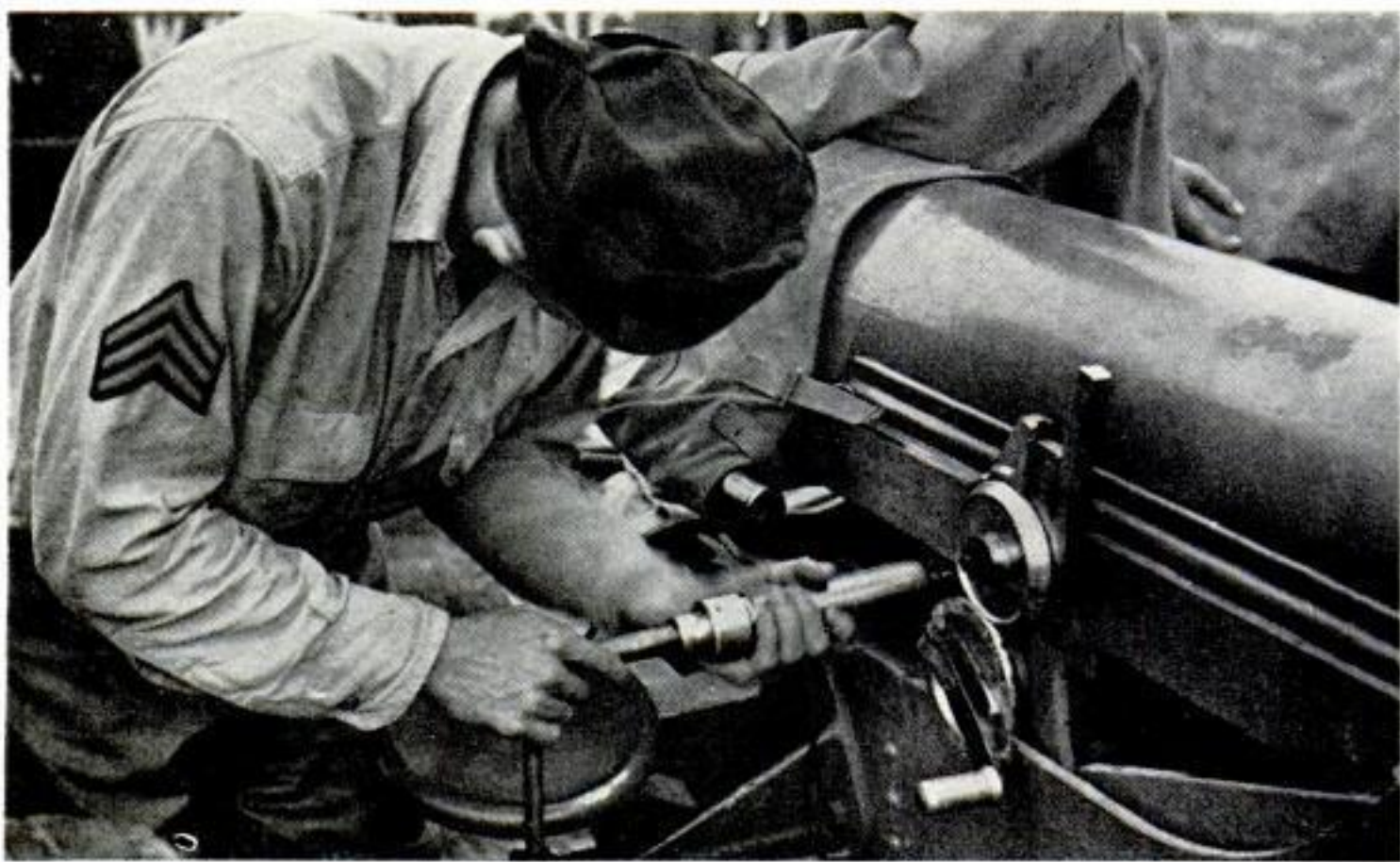
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THE GUARDSMAN HAS A 13-HOUR DAY

During his 15 camp days every summer, a National Guardsman has no time to loaf. He rises at 5:30, goes to mess at 6. Drill call comes at 6:30. If he is a cannoneer, he reports for firing. If he is a truck driver, he gets his motor warmed up. Firing continues till 3 p.m. Cleaning and oiling takes an hour. At 4:30, the men are back in their quarters, at 5:30 retreat is sounded. After mess at 6, the men can do what they want till lights out at 11. Usually they are so tired, all they want to do is sleep.



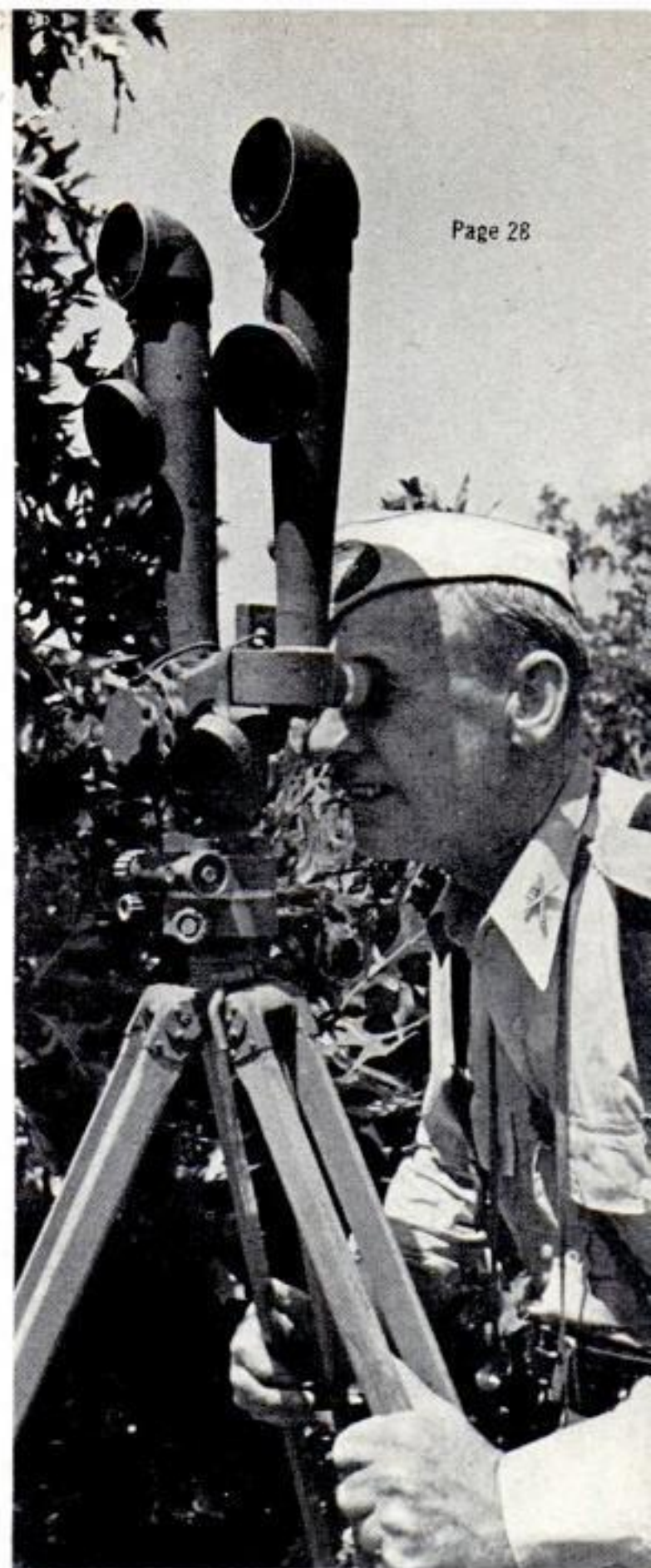
Cleaning guns takes up the morning after a sham battle. The breechblock is taken out (on gun trail). Man at right sponges breech chamber. Man beneath carriage oils the traverse mechanism. Man at left takes sight apart. Man on ground fondling a shell is merely posing.



Oiling the recoil mechanism is a job that must be done after every firing of the gun. Oil is forced in under high pressure just behind the elevation handwheel. Note "paulin" strapped over breech to keep out dirt. Muzzle must be sponged after every 15 shots or so.



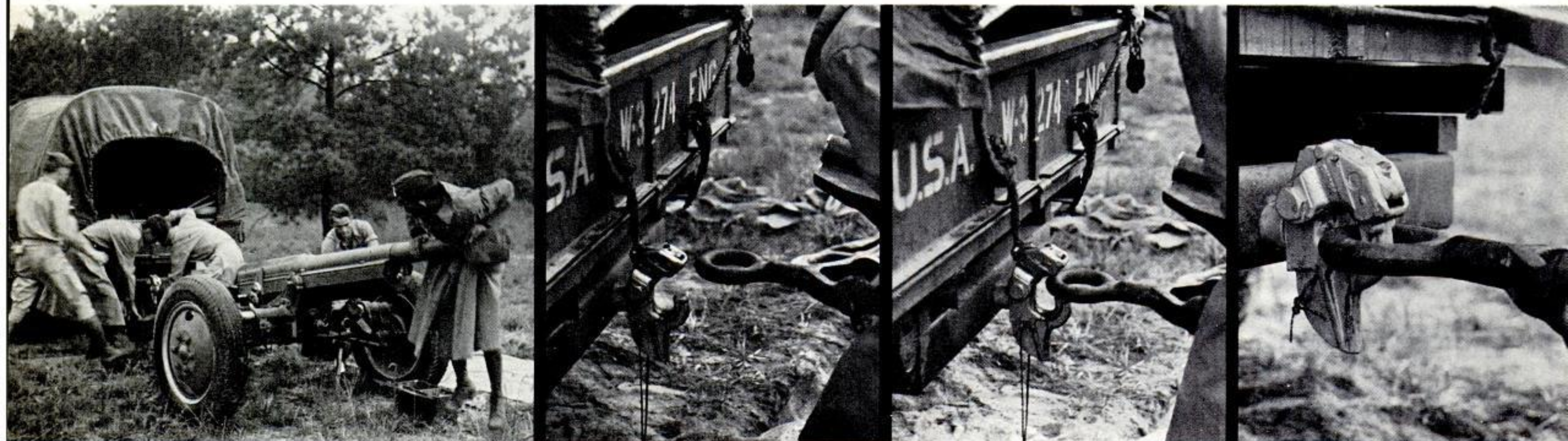
Communications man strings telephone wires from commander's observation post to battery. He has scaled a dead tree with lineman's spikes.



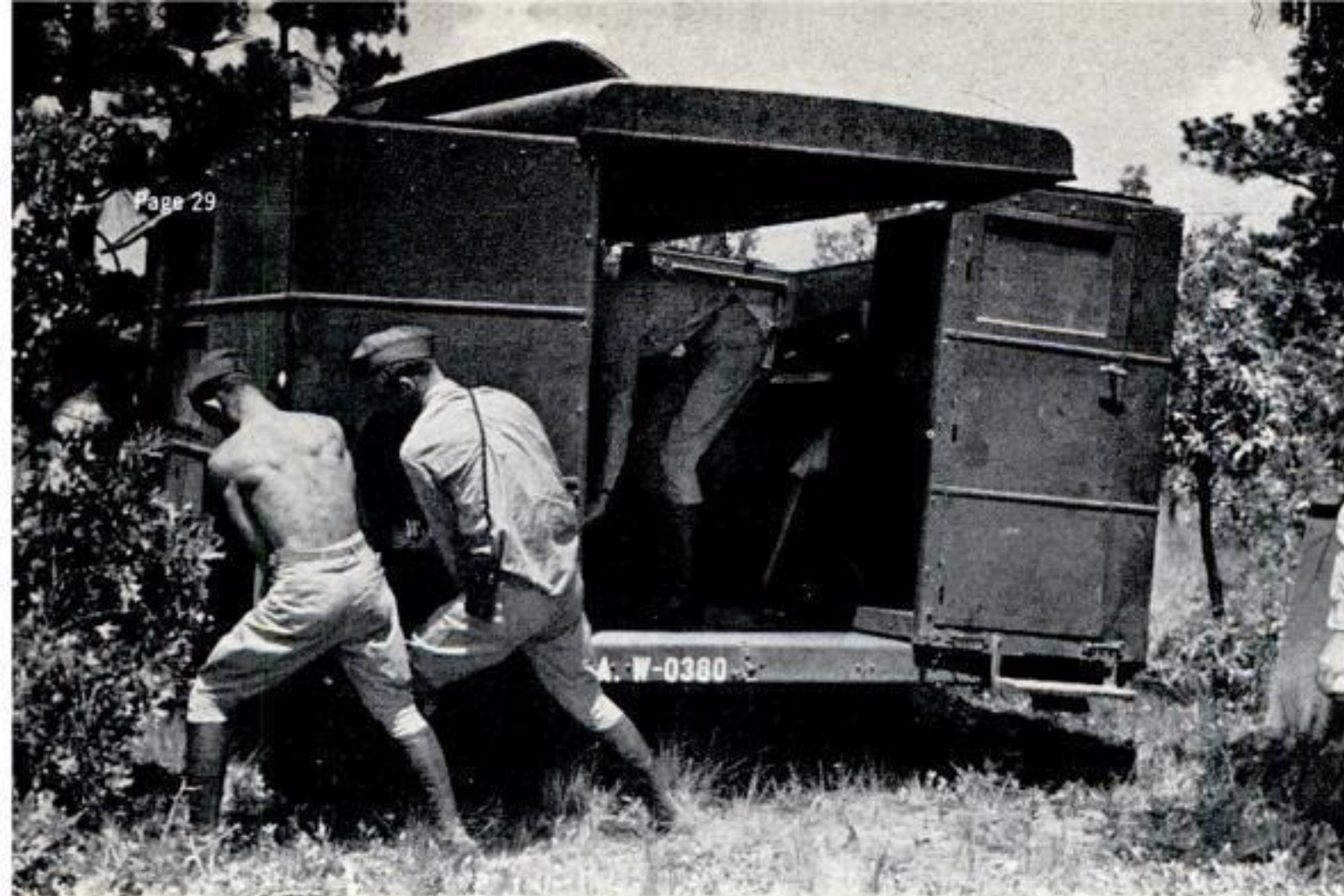
Through an observation 'scope the battery commander, Major George E. Grace, watches first shots at target. Ranges are corrected by telephone.



Tractor grips, called "hip contracts," are locked on wheels for rough going. Tires are ordinary type used on commercial trucks. Motorization enabled the 56th Artillery Brigade to complete in 5 hours maneuvers over 380 miles of terrain that would have taken horse-drawn artillery 20 days.



SIMPLE COUPLING DEVICE MAKES EASY WORK OF HITCHING A GUN ONTO THE TRUCK, ALLOWS HIGH SPEED AND GREAT FLEXIBILITY ON THE ROAD



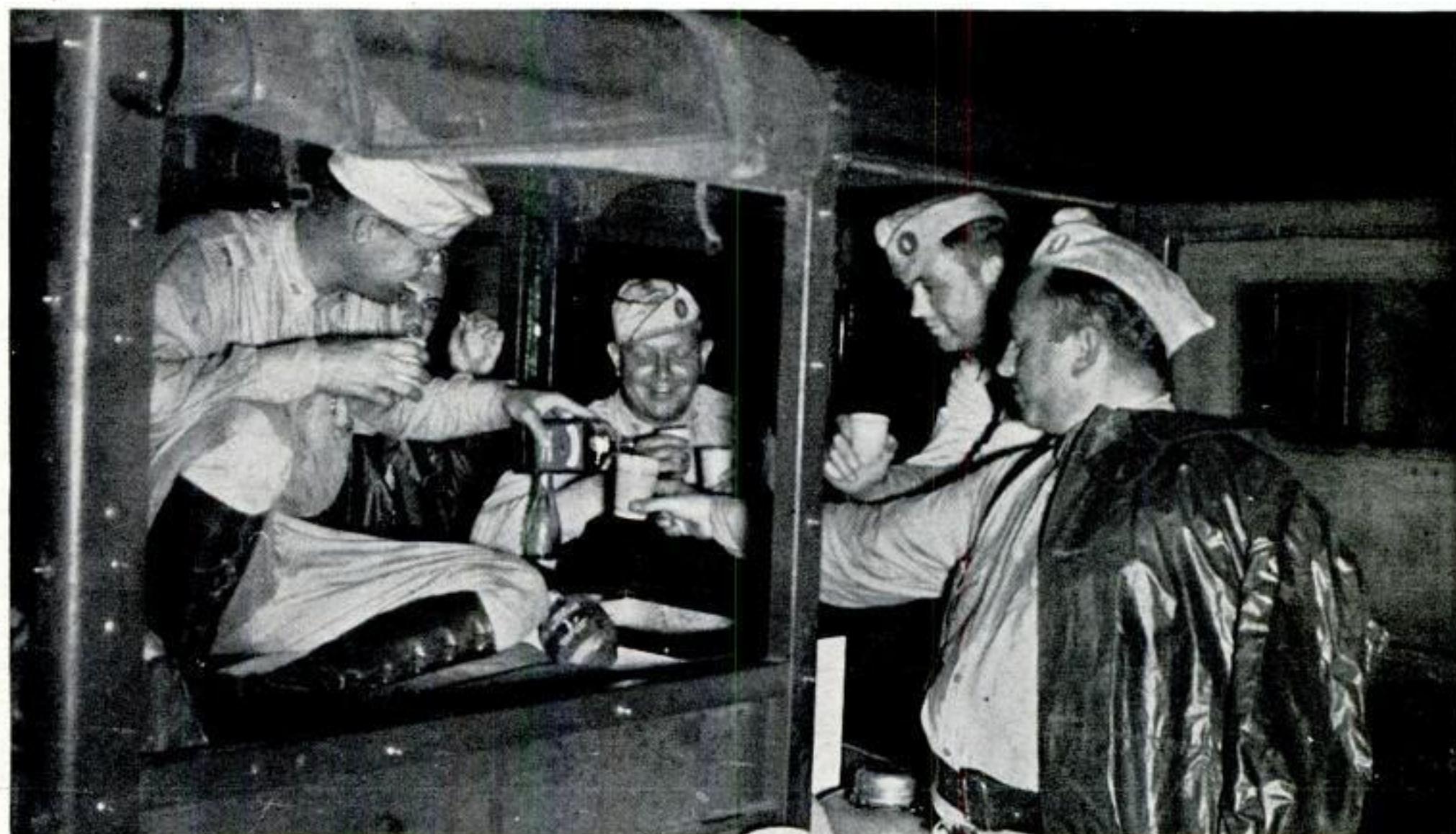
Mobile headquarters for Army commanders splits in middle, opens out, has room for desks, drawing boards, four beds for the general and aides. Built like a trailer, it is towed by a "reconnaissance car" or station wagon. Privates assemble it while the general and his staff lunch.



The general goes to sleep in a cot under the trees, having abandoned both his trick trailer and his pajama trousers. In civilian life he is Sumter L. Lowry Jr. of Jacksonville, Fla., Gulf Life Insurance board chairman. In camp he works as hard as his men, is as tired as they.



The general dances after the battle at a party given by him for officers and staff in the Chatterbox Room of the Jefferson Hotel, Columbia, S. C. His companion is Susan Guignard of Columbia.



A traveling bar was a boon to officers during the midnight pursuit of the foe after an all-day bombardment near Fort Bragg. Liquor was provided by Lieutenant William Gunby

(pouring, left), in civilian life a Schenley salesman. The National Guard does not prohibit drinking and attenuating factors here were a sleepless night, a blinding rainstorm.

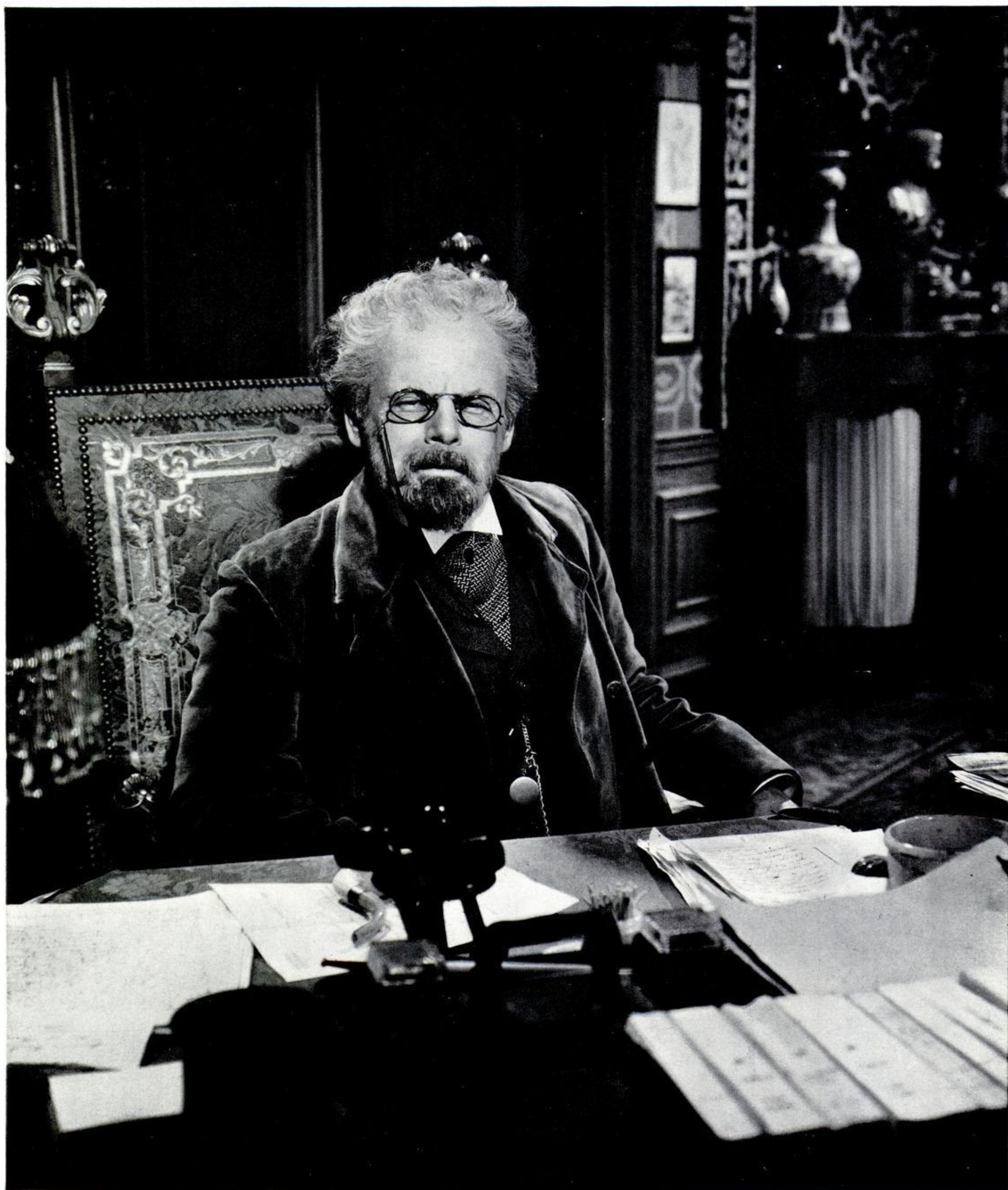


"Shut-eye" is army slang for sleep. Worn out after a grueling day, Guardsmen stretch out on ground, perch on gun trails, curl up like pretzels in their trucks. During

field maneuvers an artillery private is with his gun or truck every minute of the day and night. He is never allowed to leave it but may catch some sleep beside it.



Before the midnight pursuit, soldiers were granted rest, since roads around Fort Bragg were allocated to the Guard only from 11 p. m. to 3 a. m. Once pursuit began, they had to stand by till the new position was won.



PAUL MUNI BRINGS TO LIFE A GREAT FRENCHMAN, EMILE ZOLA

Paul Muni is perhaps Hollywood's greatest character actor. He has created such memorable roles as that of the fugitive in *I Am a Fugitive From a Chain Gang*; the miner in *Black Fury*; Pasteur in *The Story of Louis Pasteur*, and Wang, the Chinese farmer, in *The Good Earth*. A true actor, Muni never plays Muni. He studies each role with painstaking care until the

character's appearance, personality, speech, gestures become his own. Muni, an Austrian, won an Academy Award for his portrayal of the Frenchman, Pasteur. Now he brings to life another great Frenchman, the novelist Emile Zola. His portrayal is so realistic that some of those who knew Zola can be counted on to declare that Muni is more like Zola than Zola himself.

MOVIE OF THE WEEK:

The Life of Emile Zola

Warner Bros. present the man who freed Dreyfus

When Warner Bros. made *The Story of Louis Pasteur* in 1935, they pioneered a new kind of serious cinema biography which not only added prestige to the films but made money. Now, with the same biographical theme and the same star, the Warners have made *The Life of Emile Zola*. It is fully up to the standard of its predecessor. The movie touches briefly on Zola's early life: his struggles as a writer, his passionate zeal for reform. To Zola the years bring great renown as a novelist, wealth and complacency. Suddenly the serenity of his late middle age is broken by the Dreyfus Case. Captain Alfred Dreyfus has been sent to Devil's Island on a trumped-up charge of treason and his wife comes to beg Zola's aid. The great novelist hesitates. To attack the Army will mean giving up his quiet life, forfeiting his reputation, risking jail. Zola makes his choice and writes his famous editorial, *J'accuse* ("I Accuse!"). A court battle which shakes all France brings vindication to Dreyfus and to Zola a niche in history as one of the great champions of human freedom.



The young Zola, when the picture opens, is a struggling author, starving in a Paris garret with Paul Cézanne, the artist. One day in a café, they meet a girl of the streets, shelter her from the police. While Cézanne (left) sketches her in charcoal, Zola listens to her story.



The prostitute's story is written by Zola under the title *Nana*. Above, *Nana's* original gets her copy, along with a bouquet from the novelist. *Nana* is a sensation and makes Zola famous.



Twenty years later, Zola is a lion of the French literary world, rich, bourgeois and content. One evening, Cézanne comes to dine with Zola and his wife. Afterwards, he

glances ruefully at Zola's paunch. "An artist should remain poor," says Cézanne gently. "Otherwise his talent, like his stomach, grows fat and stuffy." Zola shrugs.



In another fine Paris home, at about the same time, an officer of the French Army is relaxing with his family. Captain Alfred Dreyfus is a brilliant young officer and the only Jew on the General Staff. A message comes, ordering him to report to the War Ministry.



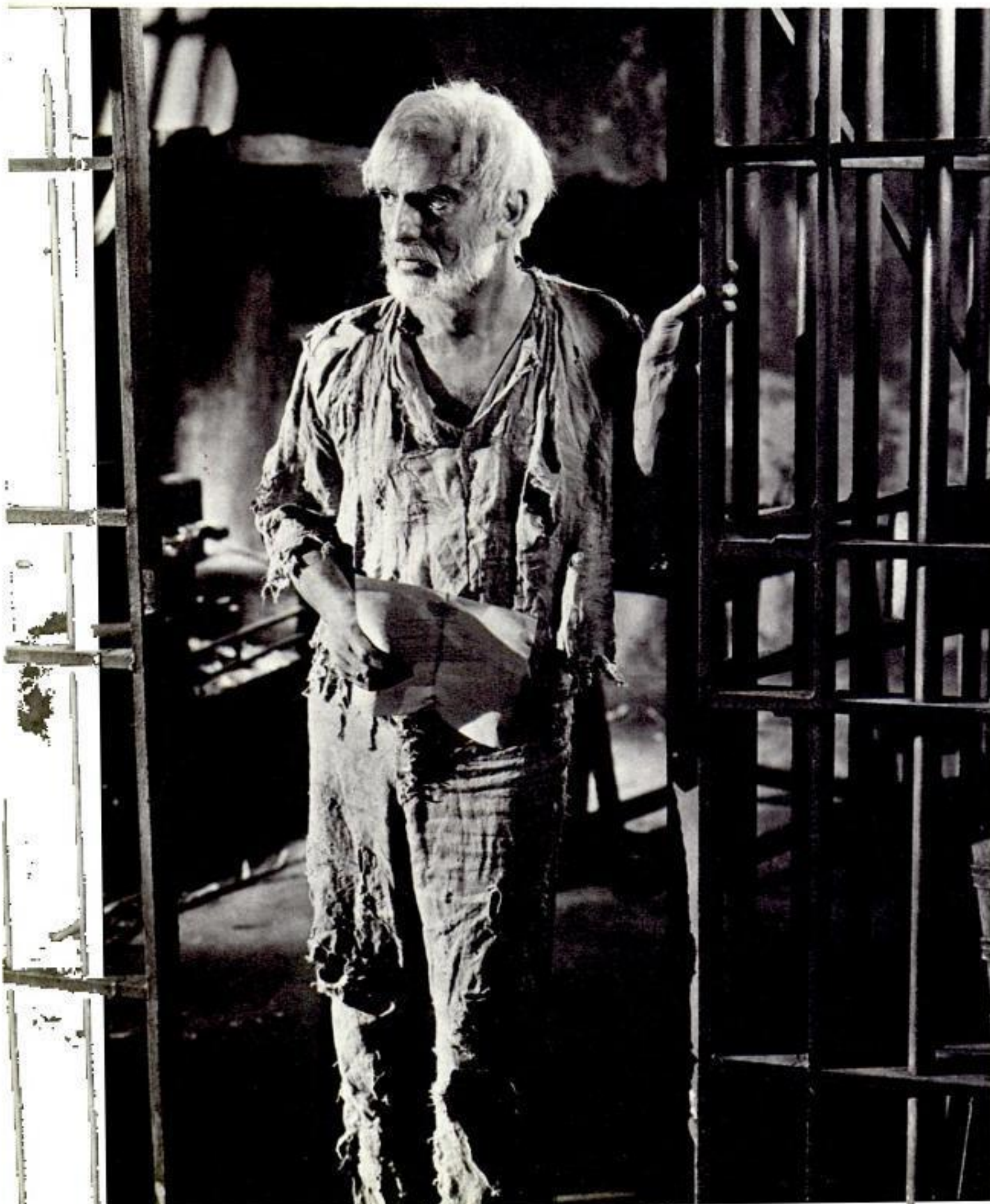
At the French War Ministry, Dreyfus is tricked into writing a letter which amounts to a confession of treason. The General Staff, anxious to hush up a scandal, is making Dreyfus the scapegoat. He is hastily tried, deprived of his rank and sent to Devil's Island.

CONTINUED ON NEXT PAGE



Dreyfus, imprisoned on Devil's Island, is kept in a mud hut under constant guard by jailers who are forbidden to speak to him. Meanwhile, in France, the question of his guilt or innocence is gathering into a political storm which threatens to destroy the Re-

public. When Dreyfus' wife persuades the great Zola to take up the cause, the storm breaks, Zola's *J'accuse* charges the General Staff with deliberately framing a fellow officer, resounding throughout the world. But no word of the storm reaches the solitary prisoner on Devil's Island.



Dreyfus' vindication is won by Zola after a sensational trial (see opposite page). Four years in the heat and fevers of Devil's Island have made Dreyfus an old man, weak in mind and body. Joseph Schildkraut, who plays the role, performs a memorable bit of acting in the scene (left) when Dreyfus gets his pardon. The prisoner's cell door has long been locked. Now as it swings open, he starts forward into the light, hesitates, runs back to his cell, then starts out again. Dreyfus returns to Paris a hero, is given back his medals (above). (Captain Dreyfus outlived all the other characters in *L'Affaire Dreyfus*, dying in 1935 at the age of 75.)

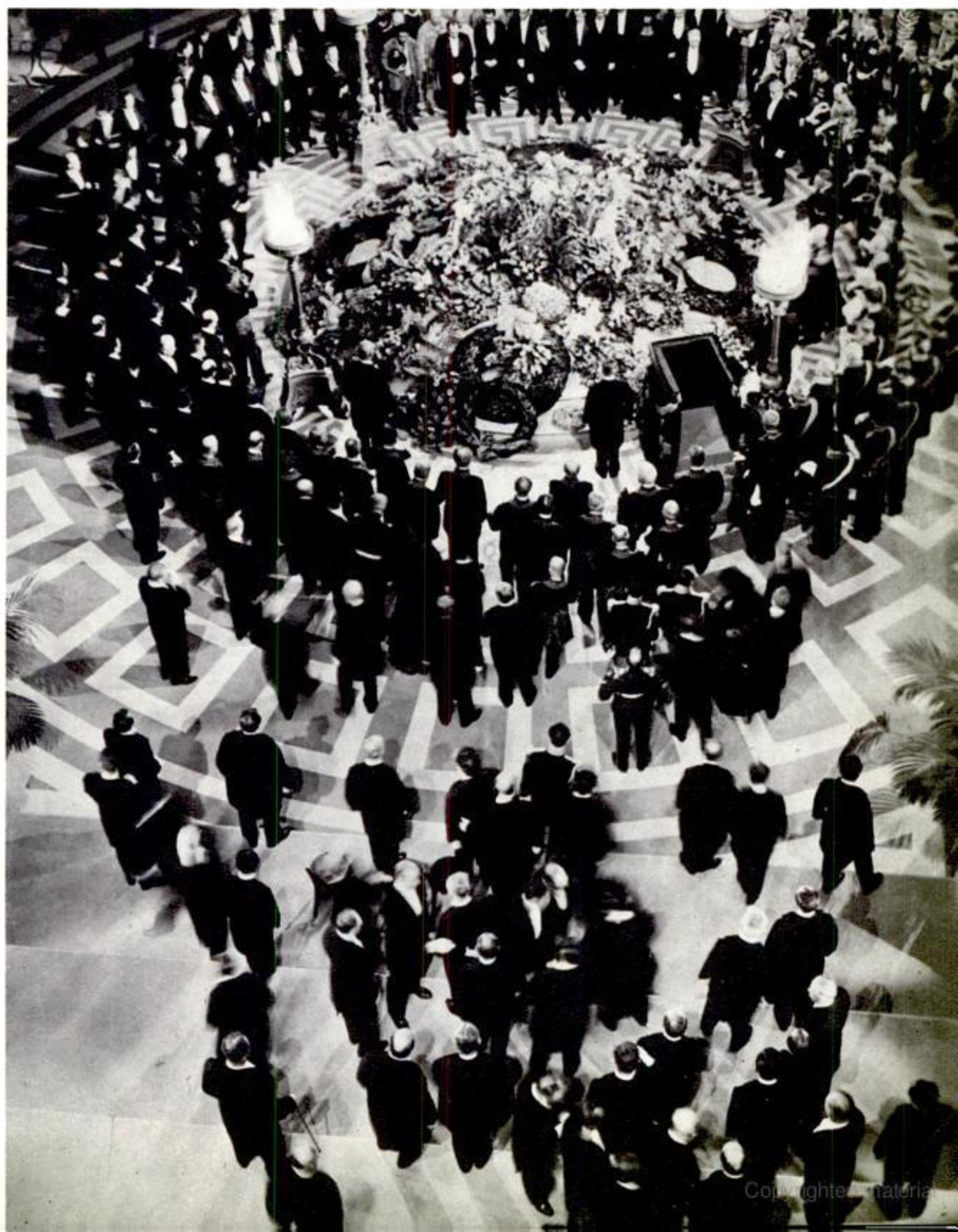


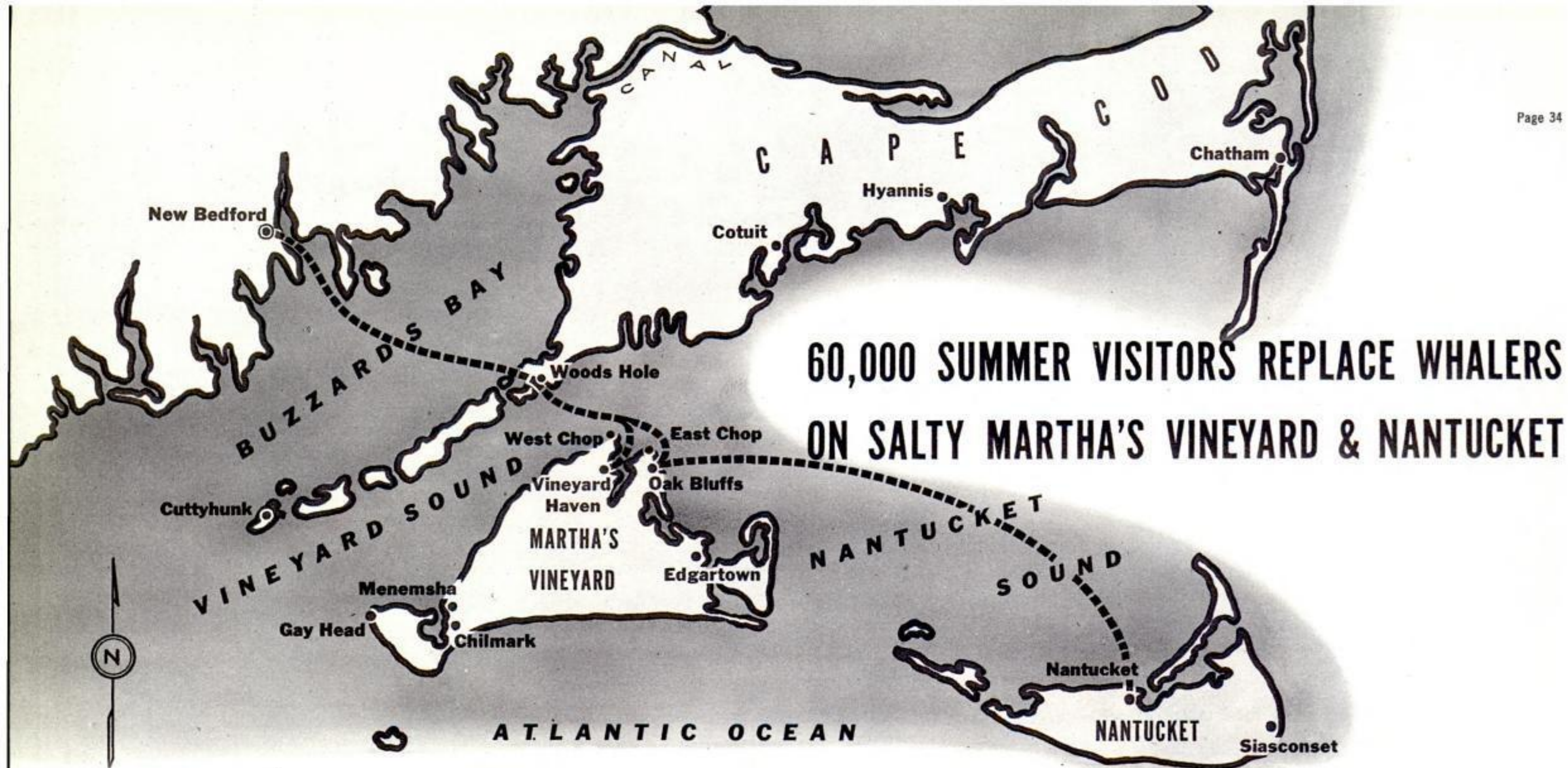
Zola goes on trial for his "traitorous" attack on the General Staff, but the real issue is the guilt or innocence of Captain Dreyfus. The trial lasts 30 minutes on the screen, with several long speeches. Zola's own speech is a masterpiece of logic and rhetoric, but the court is not swayed. Found

guilty, Zola flees to England to carry on the fight. Shortly, a new French Government finds Dreyfus innocent. Zola returns to France, soon dies. (Zola's death, not shown in the movie, was highly undramatic. He died from asphyxiation caused by a faulty stove flue.)

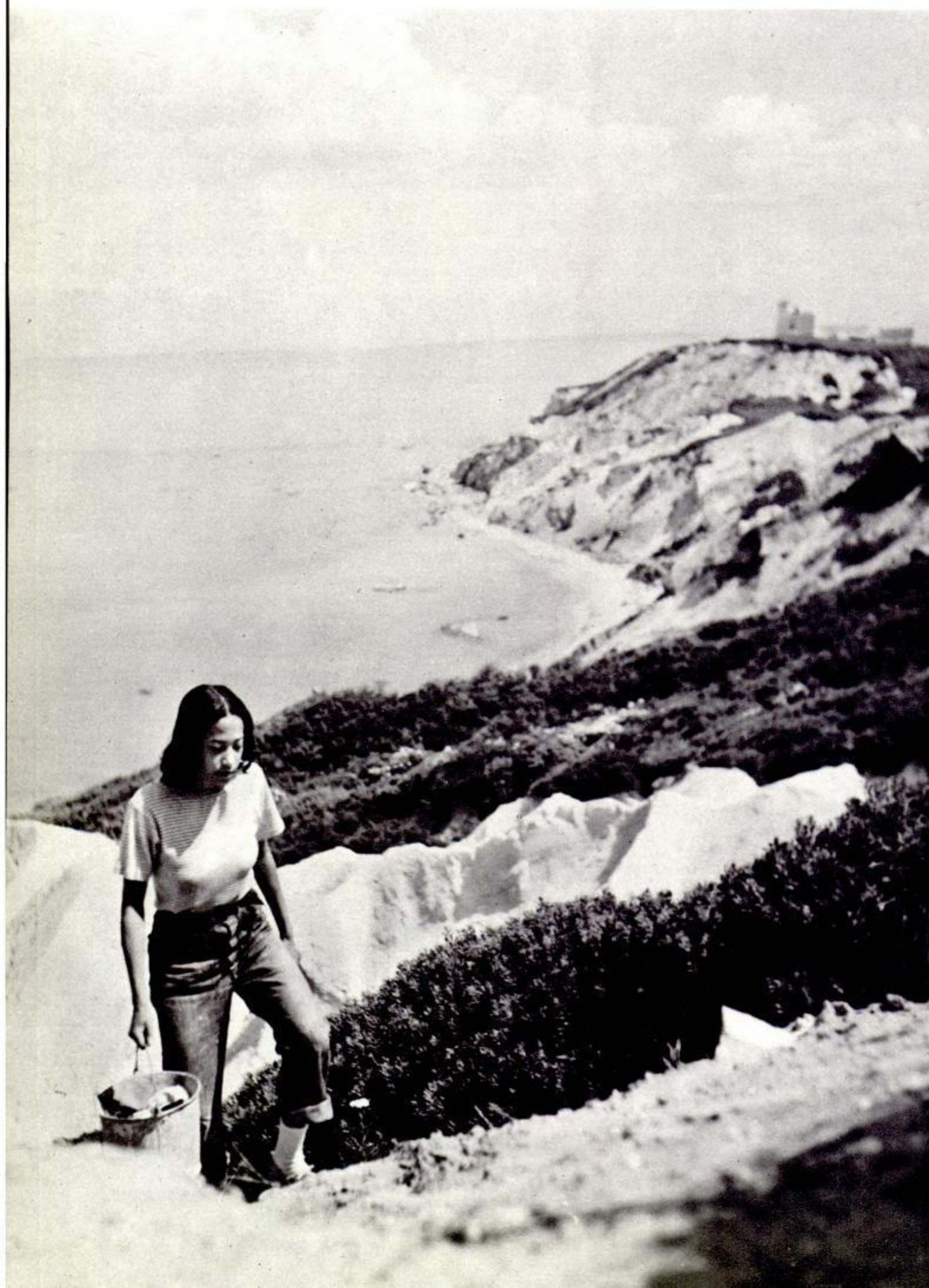


Zola's funeral oration is delivered by Anatole France (above) in the Pantheon where the great France pay tribute at Zola's bier (right). France says: "Emile Zola had conquered fame; his reputation was secure; he was enjoying the fruits of his toil when suddenly, and of his own free will, he bade goodbye to his work—to a life of lettered ease—because he knew that there is no serenity in Justice—no repose save in Truth. . . . At the sound of his brave words, France awakened from her sleep! . . . Let us not pity him because he suffered. Let us envy him! Let us envy him because his great heart won him the proudest of destinies. He was a moment in the conscience of man."





60,000 SUMMER VISITORS REPLACE WHALERS ON SALTY MARTHA'S VINEYARD & NANTUCKET



The most notable island possessions of Massachusetts are Martha's Vineyard and Nantucket, which lie out in the Atlantic south of Cape Cod (*see map*). Once both islands were wealthy whaling centres. Today they are summer resorts where natives have not completely sold their souls or their independence to the tourist.

Martha's Vineyard got its name from a 17th Century English sea captain who stopped at the island to pick sassafras. Why he named it Martha's Vineyard has never been made quite clear. Settlers came and turned whalers. Methodists came in the 1840's to hold camp meetings. The Methodists were responsible for the gingerbread architecture of Oak Bluffs and for a real-estate boom which collapsed in the 1870's and was followed by an epidemic of hotel fires. This epidemic reached a climax when a Sunday School superintendent, whose insured hotel burned down, was convicted of arson.

Some 50,000 summer visitors go to the Vineyard each year on the steamers which sail the dotted line on the map above from New Bedford and Woods Hole on the mainland. Another 12,000 go on to Nantucket. On Martha's Vineyard, they gather most closely in towns at the east end of the island. Edgartown is wealthy Wall Street. West Chop is Boston Back Bay. "Up-island" at Gay Head lives an Indian tribe which digs clay out of the colored cliffs and, like the chief's daughter at left, carries it home to make pottery to sell summer visitors. The island smells strong of the sea. On its middle plains once lived the world's last Heath Hen, a lonely male which died in 1932. Along the south side of the island run the 20 white miles of South Beach, on whose fine sand the high Atlantic surf booms unceasingly.



Edna Reindel, who painted the scenes of Martha's Vineyard which appear on the two following pages, is a native of Detroit who lives in New York and is a faithful summer visitor to the Vineyard. A dark nervous woman in her thirties, Miss Reindel studied art at Pratt Institute, used to do book illustrations, has a cat named Dozy.



REINDEL IN THE VINEYARD

The matter-of-fact natives of Martha's Vineyard approve of Edna Reindel's paintings. She is one artist, they explain, who portrays the Vineyard as it actually looks. Her boats are real, seaworthy boats and she is very careful to put tar-paper patches on the walls of net sheds, as she did above in her *Storm over Menemsha* (owned by Macbeth Gallery, New York City). Vineyarders are not alone in appreciating Miss Reindel's truthfulness. Critics like her clear, intelligent presentation of facts and the way she picks out detail in the luminous glare of bright daylight. They often compare her realistic, unemotional canvases to those of Luigi Lucioni, the alien artist of Vermont (LIFE, July 19).



REINDEL PAINTS FISHERMEN

(continued)

New England Harbor (*above*) is Menemsha Bight, near the western end of Martha's Vineyard. Port for many Vineyard fishermen, Menemsha attracts more artists than tourists. Stacked up in front of the lobsterman's shed (*above*) are the floating markers which the lobsterman uses to locate and identify his lobster pots. *New England Harbor* is owned by David Levins of New York City.

Net Menders (*right*) is owned by Ball State Teacher's College in Muncie, Ind. (*LIFE*, May 10). Because the day is windy, fishermen have stayed ashore to mend nets. The fisherman in front went overseas during the War and married the French girl standing near the shed, her hair blown wildly by the wind. Miss Reindel lived in the house at the right, on the shore of Menemsha Pond.





Gay Head Light, most famous of the Vineyard's five lighthouses, is at the western end of the island. Its great lens, made of 1,003 glass prisms, was a world's wonder when it was bought for \$16,000 in 1851.



Menemsha's fishy smell is vividly suggested by the photograph above. Many of the Vineyard's full-time fishermen live at Menemsha. Most of them catch lob-

sters, as the lobster pots in the background indicate. Vineyard fishers also go out to deep water for swordfish or catch spawning herring in Herring Creek.



Summer visitors to Edgartown, the swankier part of the Vineyard, spend a good deal of time at the Edgartown Yacht Club (above). Sailing is a major Vineyard sport. With both sheltered and open water, the Vineyard provides a fine variety for yachtsmen.

"Oak Bluffs gingerbread" is the summer visitors' name for the fanciful scroll work (left), which drips from the houses all through middle-class Oak Bluffs. They were mostly built in the 1870's when Oak Bluffs was a famous Methodist camp meeting place.

CONTINUED ON NEXT PAGE

NANTUCKET, THE FAR-OFF PLACE, IS THE VINEYARD'S NEIGHBOR *(continued)*

When the boats that run from Woods Hole to Martha's Vineyard (see pages 34-37) leave the Vineyard, they go 28 miles out to sea to reach Nantucket. In July, a steamship strike cut both islands off from the mainland and newspapers revived the old chestnut about Nantucket's seceding from the U.S. The spurious secession movement was gaily hailed as an example of rugged Nantucket spirit but Nantucket did not appreciate the compliment. The story scared away many summer visitors who are the island's main source of income. Usually some 12,000 summer folk swell Nantucket's native population of 3,600.

Once Nantucket was great and rich. That was about 1800, when the island was whaling centre of the U.S. But New Bedford passed Nantucket. Then Civil War and Pennsylvania oil killed New England whaling. The island settled back and began to attract summer visitors. They live in the town of Nantucket or in Siasconset to the east. When the northwest wind blows, the salty island fairly sparkles. When the fog rolls in, it settles gray and quiet over Nantucket's lovely, empty moors. Sentimental whalers used to call Nantucket "Little Grey Lady of the Sea". The Indian name, Nantucket, means "Far-Off Island."



First steamer to reach Nantucket after the July strike (above) carried disappointingly few visitors. Three boats normally visit the island daily, tie up at the dock shown in centre of the view of Nantucket harbor (below). This is the heart of Nantucket Town. The sprawling white building across the water (upper left) is the famed White Elephant Hotel.



Antique shops are just about as numerous on Nantucket as they are in any New England summer town. At least half of them are owned by "off-islanders" (nonresidents) who come only for the summer, bringing most of their antiques with them. The shops all feature whaling articles, usually charge higher prices in Nantucket than they do in Siasconset.

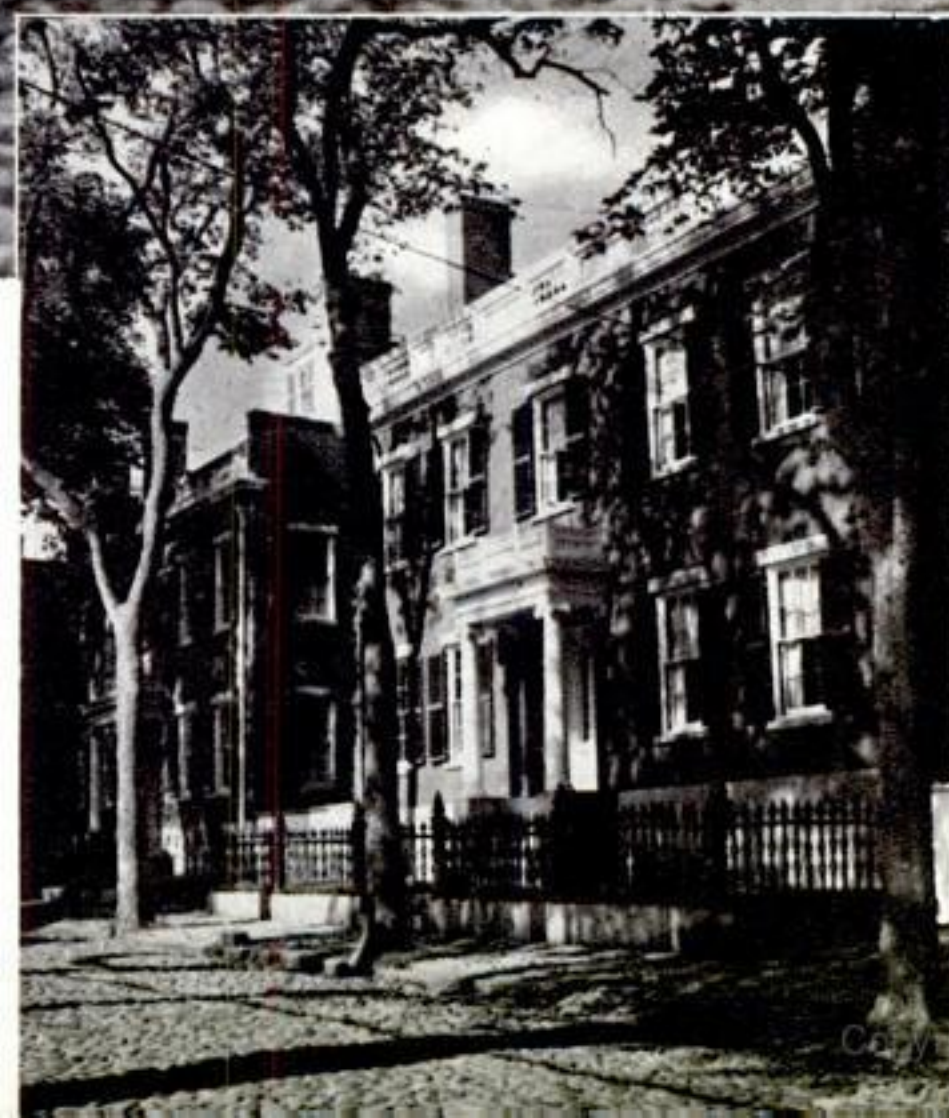




Architectural prides of Nantucket are on cobbled Main Street: the neo-Greek Barney and Wright houses (*above*), the brick Starbuck houses across the street (*right*). The Barney house, on the corner, was built in 1845 and later owned by Nathaniel Barney, rich candlemaker. The Wright house is its contemporary. The Starbuck houses, called East Brick, Middle Brick, West Brick, were built in 1838 by Joseph Starbuck for his three sons. A Starbuck lives today in Middle Brick. A great Nantucket family, which

made money in whaling, Starbucks were original settlers. About 1700, Mary Starbuck converted most of the island to Quakerism. The Quakers built simple gray shingled houses on narrow streets. A century ago, golden whaling wealth was pouring into Nantucket and islanders built great mansions like the Barney house. Then the Quakers knew they had lost the island to worldly folk. Their influence and number have faded away but their modest gray houses give the island much of its unself-conscious charm.

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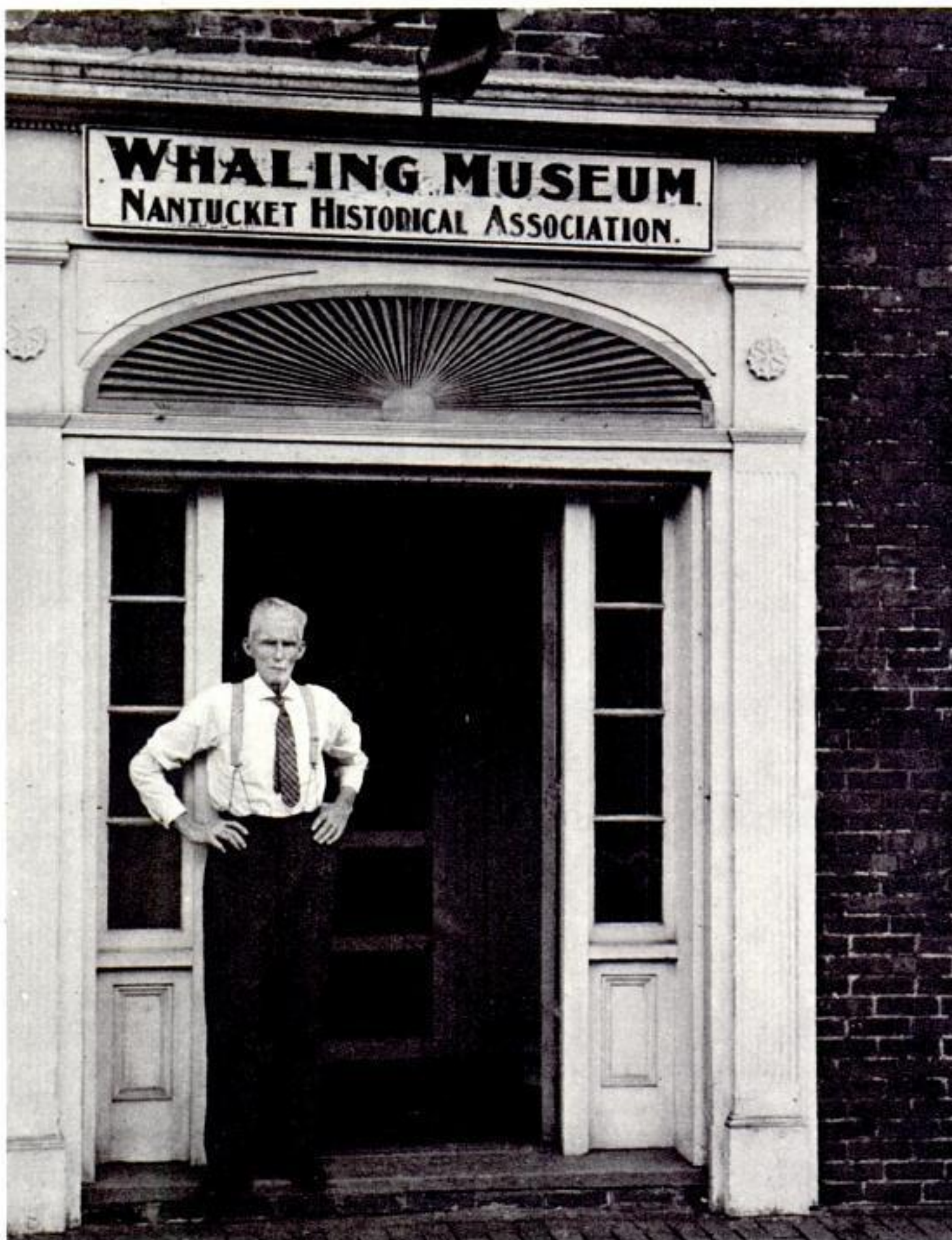
NANTUCKET (continued)



The poorhouse on Nantucket is a large edifice which has been given the genteel name "Our Island Home." Built to hold 50 people, it has only six inmates today. They have as good accommodations as most Nantucket hotels offer. Proud islanders would rather be known as "hedge-clippers" (i.e., odd-job men) than accept charity, but last winter 1,100 were on relief.



The jail is the most useless place on the island. There hasn't been anyone in it since 1932 when a Nantucket Negro was jailed one day, escaped the next. He has just been caught in California and is being returned to Nantucket for trial. The jailer's children are using the ground floor of the wing above, which was built in 1711, as a playroom.



The golden glory of the whaling era is echoed by the Whaling Museum, filled with harpoons and scrimshaw—gadgets carved from whalebone by bored seamen. Curator is Capt. George Grant (above), a grounded whaler, who can spout whaling lore by the hour to visitors but prefers to swap yarns with retired sea captains at the Pacific Club down by the wharves.



The three-deck house is typical of Nantucket. The railed platform on the roof is called a "widow's walk" by off-islanders who believe that whalers' wives used to stand there, anxiously watching for their husbands' ships. Islanders call it a "walk," knowing it was built just to give occupants a vantage point to watch anything that went on in town or harbor.

The founding families are those whose graves are here, plus the Starbucks. Coffins are still numerous on Nantucket.



The Macys were the first settlers. Roland H. went to New York, opened in 1858 what is now the world's biggest store.



The Folgers were the first intellectuals on the island. Benjamin Franklin's mother was Abiah Folger of Nantucket.





The pause that refreshes ... and cools

Gone is winter's cooling snow. But cooling Coca-Cola—ice-cold—is around the corner from anywhere, every day of the year. And where are you? On your way right now to a bright and cheerful fountain—if you want to enjoy *the pause that refreshes... and cools.*



AT THE SODA FOUNTAIN

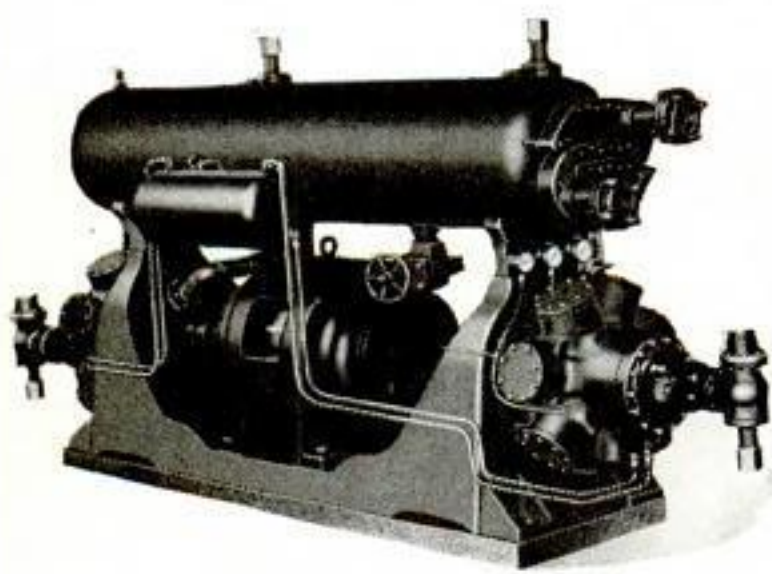
WHETHER IT'S COOLING OVER 20,000 FIGHT FANS
YOUR OWN HOME...AIRTEMP'S COMPLETE LINE

AIRTEMP WINS

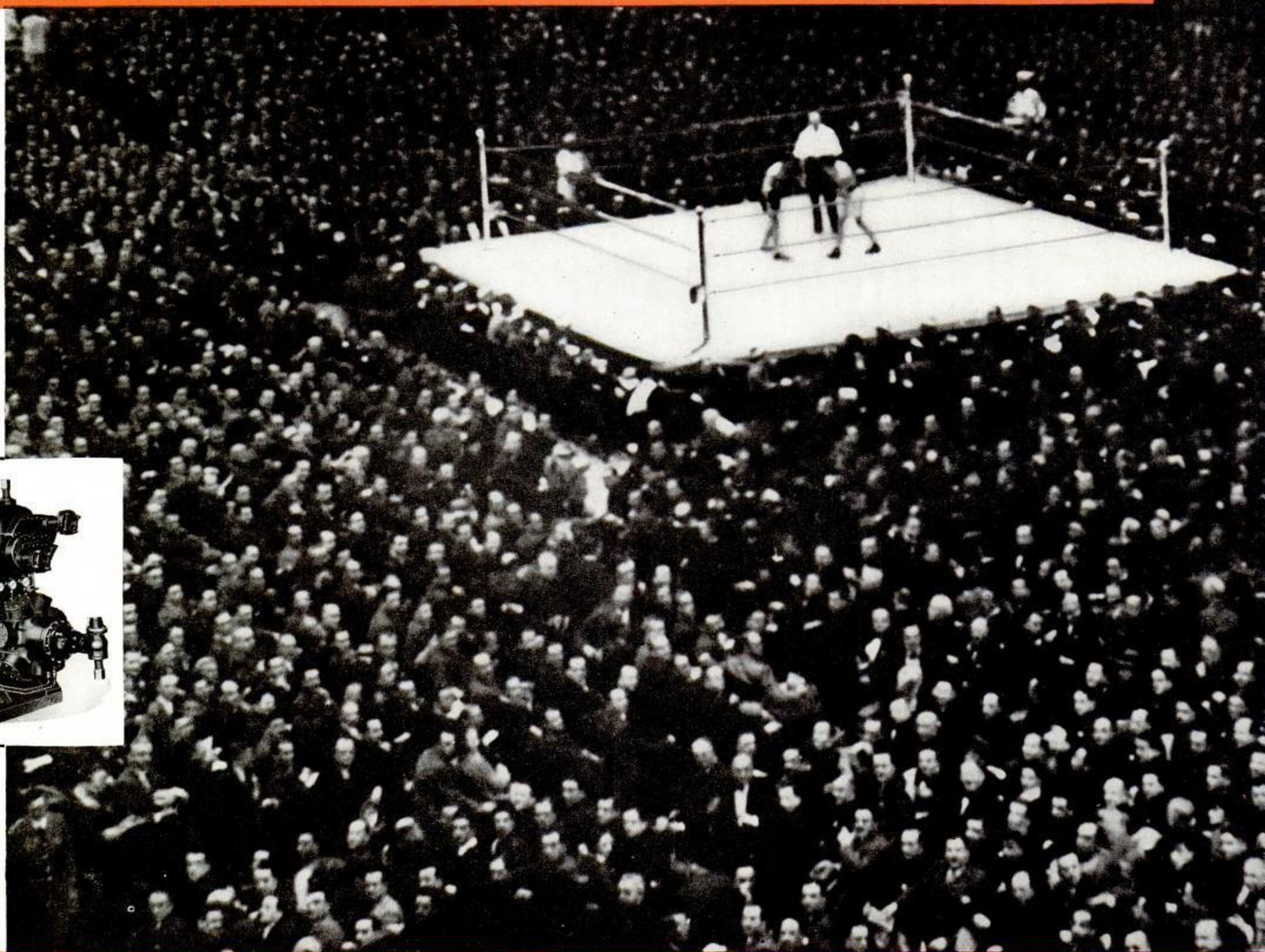
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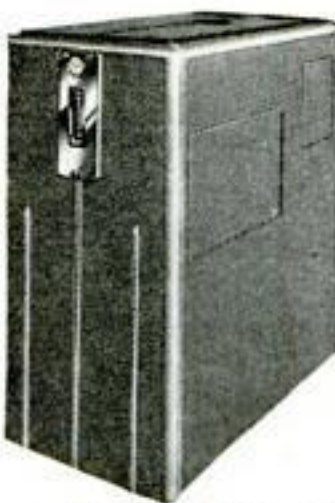
The reason is simple. Airtemp has the experience. Airtemp has a complete line. And *only* Airtemp is backed by the great resources and

engineering genius of the Chrysler Corporation... your assurance of *Airtemp dependability*.

There's an Airtemp System ready for you now—perfected, practical, priced low... adapted to every conceivable space and use.

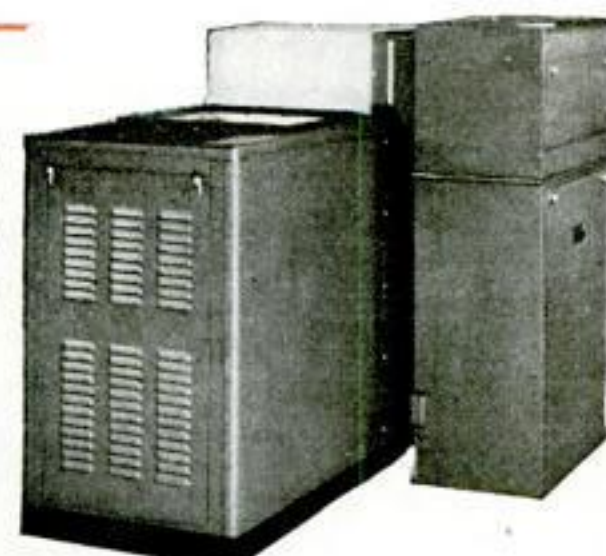
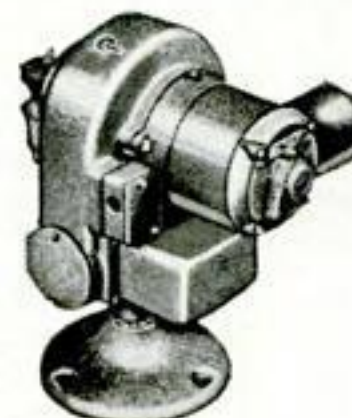
Whether you are building a home or an office building... whether you are interested in heating, cooling or year-round air conditioning... it will pay you to investigate and see what you get from Airtemp! Call your dealer—or mail the coupon—today!

(Right) Airtemp's revolutionary "All-In-One" Air Conditioner—for shops, small stores, offices! Cools, filters, dehumidifies and circulates the air. Occupies only 20" x 33" floor space. Readily installed. Has many times the capacity of ordinary room air conditioners. Merchants, investigate!



(Right) High-efficiency Airtemp Oil Burner for home heating. Exclusive features, like "Focused Flame" and "Spira-Mist" nozzle, save you money on oil!

(Left) Airtemp Boilers—Oil or Gas Burning. For hot water, vapor or steam-heating systems. Cut fuel costs. Compact, quiet, fully automatic. Especially designed for optional use with indirect air conditioners in "Split System" applications.



(Above) Airtemp's Year-Round Home Air Conditioner! Filters, circulates, and automatically controls air... heats, humidifies in winter... cools, dehumidifies in summer. Priced within average home's reach.

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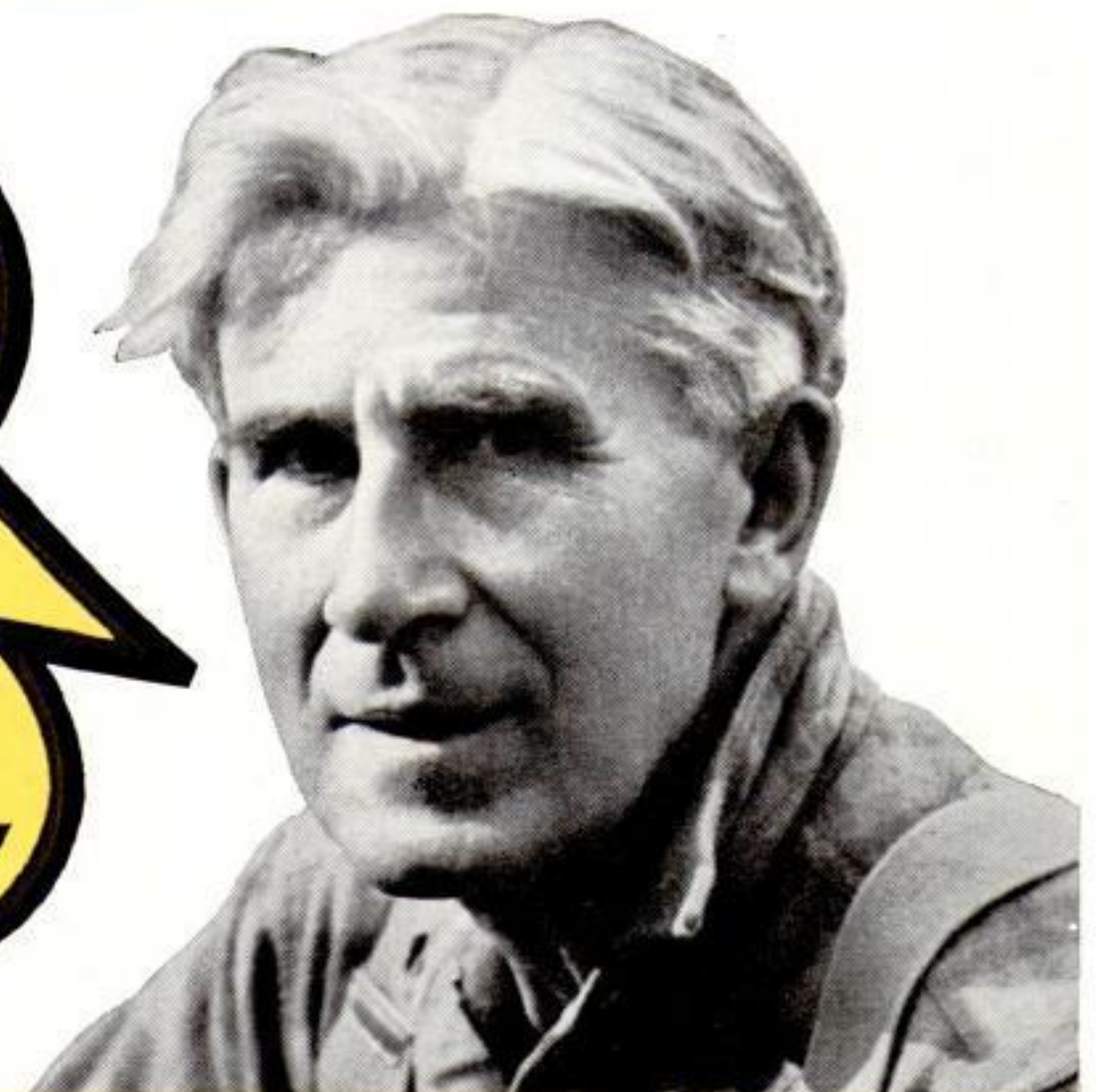
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A TRUE STORY *BY* ZANE GREY

**HE WAS RIDING ON
DYNAMITE AND
NEVER KNEW IT UNTIL..**



**"...This Close Shave," says
Zane Grey, Famous Author,
"Should Make Motorists
Think Twice Before
Gambling on Tires"**

THERE WAS one thing that Edward Zachary of Hartford, Connecticut, looked forward to—and that was his regular week-end spin out into the wide-open spaces.

Nothing suited him better than to open the throttle and "get away from it all." Not that he was a reckless driver. On the contrary, Ed Zachary was plenty strict when it came to observing traffic rules.

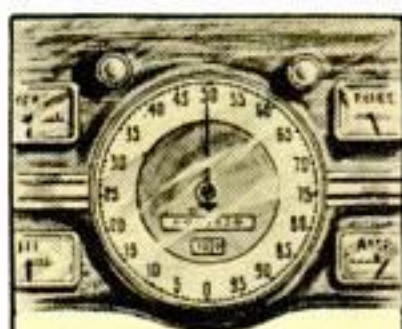
But there is one motoring mishap that the best of drivers cannot forecast. And it caught Mr. Zachary completely off guard.

BANG! Then What?

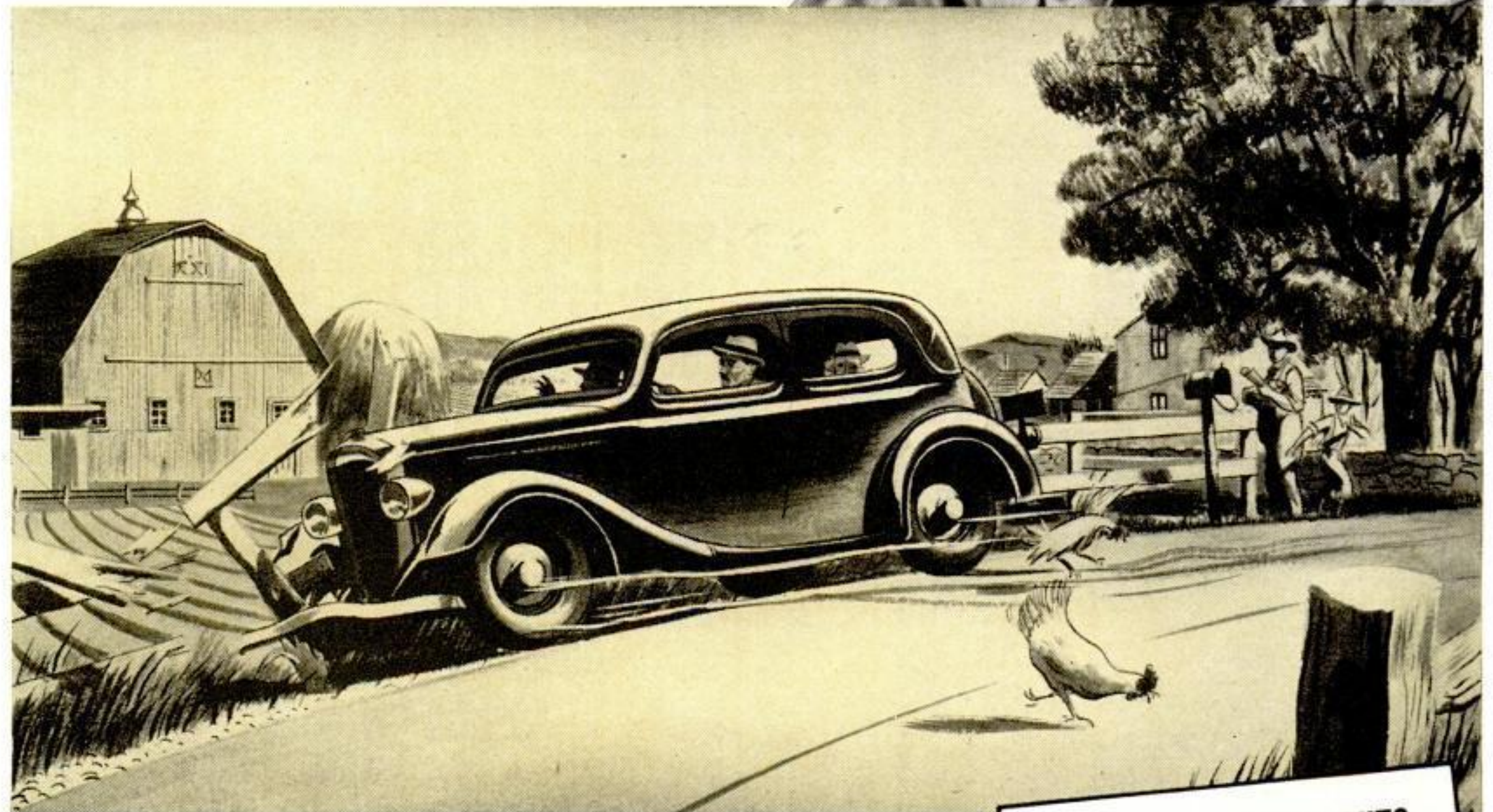
He was whizzing along at a good clip. He had the North Ford Road practically to himself when BANG! Quicker than a Texas Ranger could draw a gun, the right front tire blew out. An uncontrollable drag yanked the car smack alongside of a guardrail. Flying wheels mowed down fence posts. Seconds seemed hours before the wildest ride Mr. Zachary ever had came to a sudden halt. It took plenty of starch out of him and he's now a sadder but wiser motorist. And he'll tell the world that it pays to think twice before taking chances on tires.

The cards may be stacked against you when you gamble on tires. Today's streamlined cars and faster driving conditions call for a *special* tire.

Many of the blow-outs you hear and read about are due to the terrific heat generated *inside* of all tires by today's high speed driving. This heat may cause rubber and fabric to sepa-



Thousands of motorists are killed or injured every year when blow-outs throw cars out of control. Many of these blow-outs are due to heat generated inside of all tires by today's high speeds.



The right front tire blew out. Flying wheels mowed down fence posts.

rate. And if it does, an invisible blister forms. Bigger and BIGGER it grows until, sooner or later, BANG! you have a blow-out. Where you might land, what you might hit, nobody knows.

The Goodrich Safety Silvertown is just the kind of a tire you need to give you *real* protection against blow-outs like this. It's the *only* tire with the Life-Saver Golden Ply. This life-saving invention is a layer of *special* rubber and full-floating cords, scientifically treated to resist the treacherous blowout-causing heat generated *inside* all tires by today's higher speeds. By resisting this heat, these

Golden Ply Silvertowns give you, and everyone that rides with you, *real* protection against those high-speed blow-outs.

Edward Zachary has no desire to go through the mental anguish of another blow-out. From now on you'll find his car equipped with Silvertowns. For your own peace of mind—for the protection of your family and friends make *your next set of tires* Golden Ply Silvertowns. You pay no price premium for these life-saving tires and you'll find them on sale at Goodrich Silvertown Stores and Goodrich dealers everywhere.

Zane Grey.

**HEAT CAUSES BLOW-OUTS.
PROTECT YOURSELF AGAINST
THOSE BLOW-OUTS
WITH THIS HEAT-RESISTING
GOLDEN PLY**



Goodrich **SAFETY** Silvertown

With Life-Saver Golden Ply Blow-Out Protection

U. S. YOUTH FLAMES FOR CHRIST

On July 8-13, the 36th International Convention of Christian Endeavor in Grand Rapids, Mich. presented the spectacle of some 7,000 wholesome youths flaming with zeal to spread Christ's spirit and message. Brimming with piety and good fellowship, they attended lectures, classes and discussions from 8 a.m. to 10:30 p.m., walked the streets between times, bursting into song on sidewalks and at soda fountains, collecting autographs of fellow delegates, policemen, cabdrivers. An interdenominational world young people's society, Christian Endeavor has 4,000,000 members, half in the U. S.



Heroine of Christian Endeavor is spry Mrs. Harriet Elizabeth ("Mother") Clarke, 86, of Newton, Mass., whose late husband founded the Society at Portland, Me. in 1881.



Sunflower hats were worn by the Kansas delegates. Grand Rapids contributed bunting, welcome signs and three red roses braided into the tail of each policeman's horse.



Coolie hats with short capes were the Michigan uniform. Iowans wore red berets. Below, reading the funnies, are two young delegates who sacrificed fellowship to fashion.



"Christ for the Crisis" was the slogan-theme of the 36th Convention, keynoted by the hearty Philadelphia preacher and teacher who is world president of Christian Endeavor, Dr. Daniel A. Poling. Above you see preparations for what Christian Endeavorers believed to be the first Protestant mass communion ever photographed. It was attended by 5,000 delegates.

CONTINUED ON NEXT PAGE



As to that BOWL of FERNs!

We offer the bowl that cheers—the *Fougère Royale* (Royal Fern) Shaving Bowl.

It cheers you at the morning zero hour, just before you go over the top with cold steel. There's a genuine lift and kick in its woodsy, refreshing, *he-man* fragrance. And it practically never "wears out." You get months of voluminous lather and luxurious shaves for \$1.

Fougère Royale After-Shave Lotion.

The dessert of your shave. A cocktail for your skin! Slightly astringent; soothing to nicks. Royal Fern fragrance for the pay-off. 85c.

Fougère Royale Talc. No feminine pallor—no coquettish odeur. It's all *man*. Luxuriously fine, correctly toned for men's skin. 50c.

Fougère Royale Hair Lotion. You begged for it. Here it is. A hair lotion that *does not* smell like a water-front barber shop. 85c.



FOUGERE ROYALE
Fooj-air Roy-al (Royal Fern)
by HOUBIGANT
for men

CHRISTIAN ENDEAVOR CONVENES *(continued)*



A Pennsylvania delegate walks out on the beach for some extracurricular fun. With members from 6 to 60, Christian Endeavor has been run by elder "alumni." A feature of the 36th Convention was election of a 25-year-old associate president.



Fun at the beach (above) combined with serious study of the subjects illustrated by Society pamphlets (below) to fill convention days and nights. Christian Endeavor aims to guide young people's social activities into useful Christian channels.



"TOMORROW'S CHILDREN WON'T PLAY IN THE STREETS," SAYS NORMAN BEL GEDDES

OVER half the space in the city of 1960 will be used for parks and playgrounds," predicts Norman Bel Geddes, authority on future trends.

"Pedestrians will move quickly and safely on elevated sidewalks above the traffic level.

"Streets will be made much wider by eliminating present-day sidewalks . . . parking, loading and unloading will be done inside buildings. Traffic going 10 blocks or more will use high-speed Express Streets. No stop lights . . . no intersections . . . no stop and go!"



Today 4 miles in 5 are stop and go—the costliest kind of driving you do both in time and money. Throughout the nation, the average motorist makes thirty stops every day—can waste enough gasoline to drive a distance of ten miles.



Automotive engineers have their own term for this motor fuel especially "balanced" for today's severe driving conditions. They call Super-Shell "motor-digestible," so quickly, so completely is its high energy content converted into power. The regular use of Super-Shell will cut the cost of your stop and go. There is a Shell dealer near you.



"What a lot of



"The more the merrier in our 'Merry Oldsmobile.' We 'go places' in ease and comfort—and three is never a crowd!"

ONE glance at Oldsmobile tells you that it's a big and substantial car. But not until you slip into the driver's seat and try the convenient controls, not until you stretch out and relax in the rear compartment, do you fully appreciate how big and spacious and comfortable it is inside. If you would take the trouble to measure Oldsmobile's interior dimensions and compare them with those of other cars you would be surprised at the difference. Here is head room, shoulder room and leg room beyond anything you would naturally expect. Here is spaciousness in which to enjoy to the fullest Oldsmobile's smooth and eager performance, Oldsmo-

bile's restful Knee-Action ride. Nor does Oldsmobile's roominess end here. Wide, free swinging doors, unobstructed floors and comfortable recessed foot rests add again to the comfort that comes only with generous size. Take a trial drive in Oldsmobile. Take your entire family with you. Learn what it means in enjoyment to have plenty of room for everyone.

Compare Oldsmobile's low delivered prices with those of other cars. You will find that Oldsmobile is priced but a little above the lowest. Monthly payments can be arranged to suit your purse under the convenient General Motors Instalment Plan.



95 H.P. SIX

**"THE CARS
THAT HAVE
EVERYTHING"**



Room!

Plenty of Space for Plenty of People
Front as well as Rear, in these Big,
Wide, Long Wheelbase Oldsmobiles



110 H.P. EIGHT

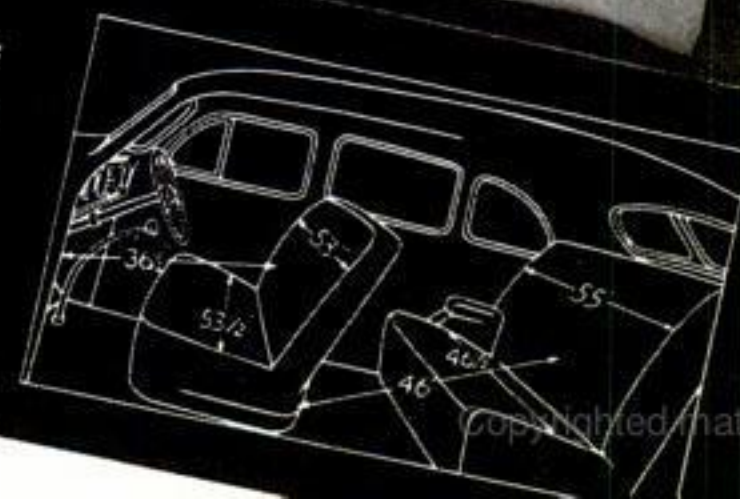
95-horsepower SIX with 117-inch wheelbase . . . 110-horsepower EIGHT with 124-inch wheelbase . . . Unisteel Turret Top Bodies by Fisher Knee-Action Wheels . . . Triple Sealed Super-Hydraulic Brakes Center-Control Steering . . . Dual Ride Stabilizers . . . Unobstructed Floors . . . Safety Glass Standard Throughout . . . Stabilized Front End Scientific Sound Proofing . . . And Many Other Fine-Car Features.

Oldsmobile

" It's Better Economy

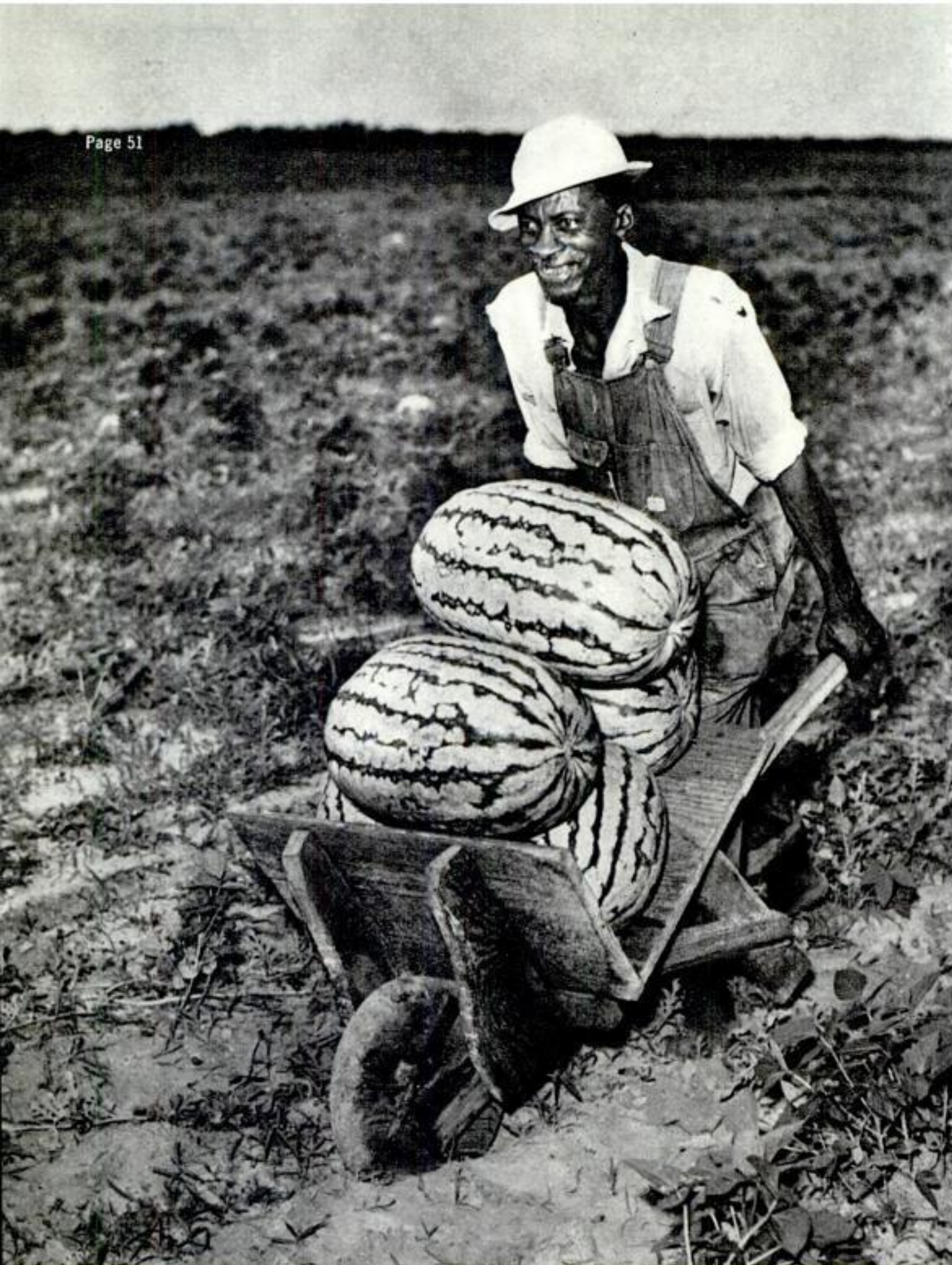
To Buy Quality ! "

Wide seats and wide backs, with plenty of room for the longest legs, make Oldsmobile interiors completely comfortable for a full quota of passengers. Note the dimensions. Compare them with those of other cars. You'll choose Oldsmobile for big size as well as big value.





Cuban Queens



The watermelon starts its journey to market in an ordinary wheelbarrow, pushed by a grinning Negro. Picking Cuban Queens is no light work, for each melon weighs, on the average, about 30 pounds and the loaded barrow must be trundled across a soft, sandy field.



The melons are loaded from wagons into railroad cars, where skilled packers place them three-deep on a bed of straw. The melon is a fragile fruit and unless packed tightly will crack open in transit. Even with the best of packing, shippers allow for a breakage of one in 20.

FIFTY MILLION WATERMELONS GO TO MARKET

July and early August are watermelon time. In thousands of Southern fields the melons lie huge and dusty, absurdly out of proportion to their straggly vines. Farmers go into the fields to see if the melons' bellies have turned from greenish-white to cream, to feel their surfaces for "dimples" and to thump them for a hollow sound. If all these tests agree, the melons are ripe. Then everyone, white and black, goes into the fields to pick. The melons must be graded, examined for wilt, weighed, stamped and painted around the stems. After that, the only thing is to get them on the railroad, headed north.

This summer, about 50,000,000 watermelons are going to market.

The great growing States are Georgia, Florida and the Carolinas for the Eastern market, Texas and Missouri for the Middle West, California for the Far West. Georgia is the No. 1 watermelon State, with a production of 16,000,000 melons; and if any town is the capital of the watermelon world it is little Adel (pop.: 1,800) in Cook County.

Most people, when they think of watermelons, think of the long, green ones called Tom Watsons. But a favorite in the Adel district is the Cuban Queen, shown on these pages. The Cuban Queen is yellow with green stripes, rounder and slightly smaller than Tom Watsons. Cuban Queens do not ship as well but are prized for their flavor.



A "watermelon king" is Roy E. Parrish of Adel, president of the National Watermelon Distributor's Assn. and a grower with many acres around Adel.



The broken stem must be painted to prevent decay before the watermelon is shipped. This worker is standing in a full car of melons, applying a paste made of copper sulphate. The cars are ventilated but not refrigerated.



Watermelons sell like hot cakes at roadside stands throughout the South. At this stand in Adel, Ga., a good melon costs 15¢. In the North it would cost 40¢.

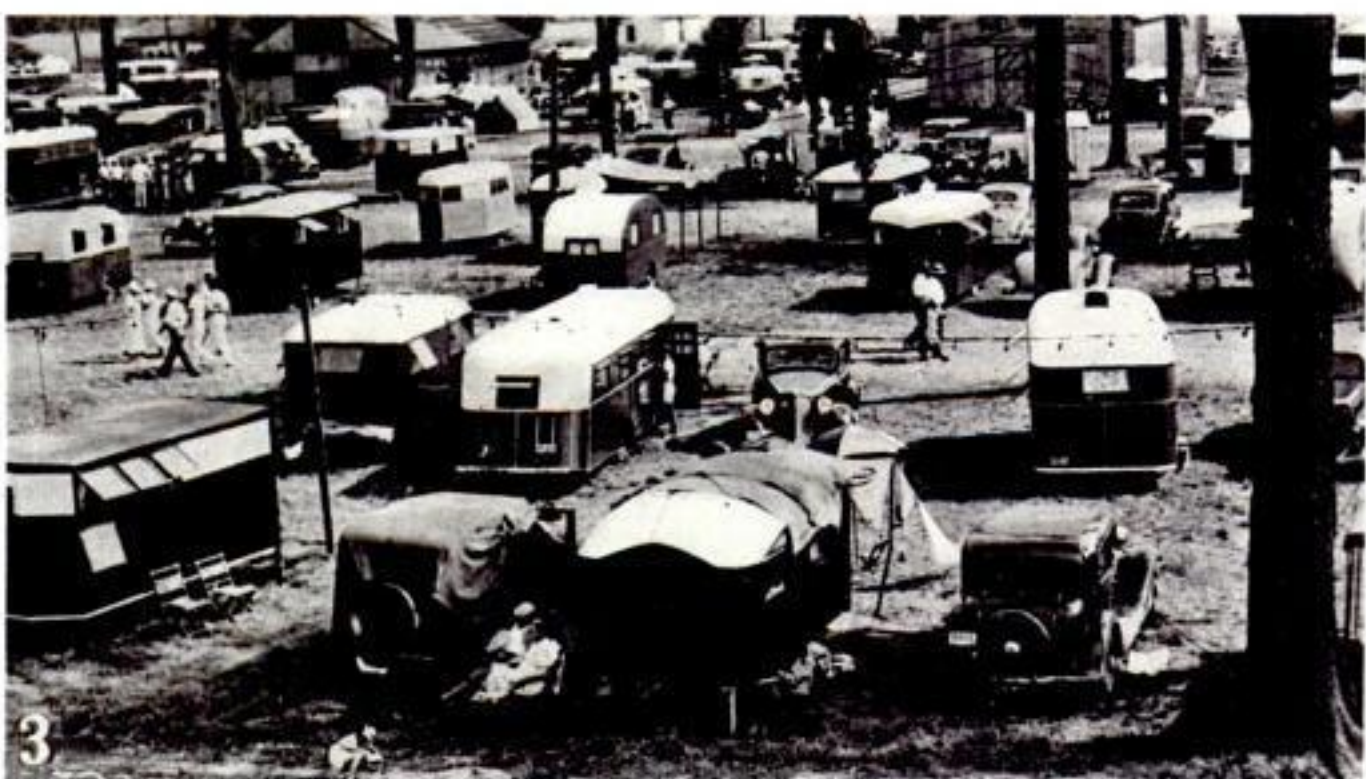
CONTINUED ON NEXT PAGE



1 John King and Barbara Read, featured in the widely discussed Universal Picture, "The Road Back", get ...



2 ... the inside facts on why so many people are touring the country in trailers these days. Thousands of ...



3 ... trailer travelers make it a point to stop at Sinclair dealer stations because they are sure of the same friendly service they get from Sinclair dealers at home. You, too, will ...

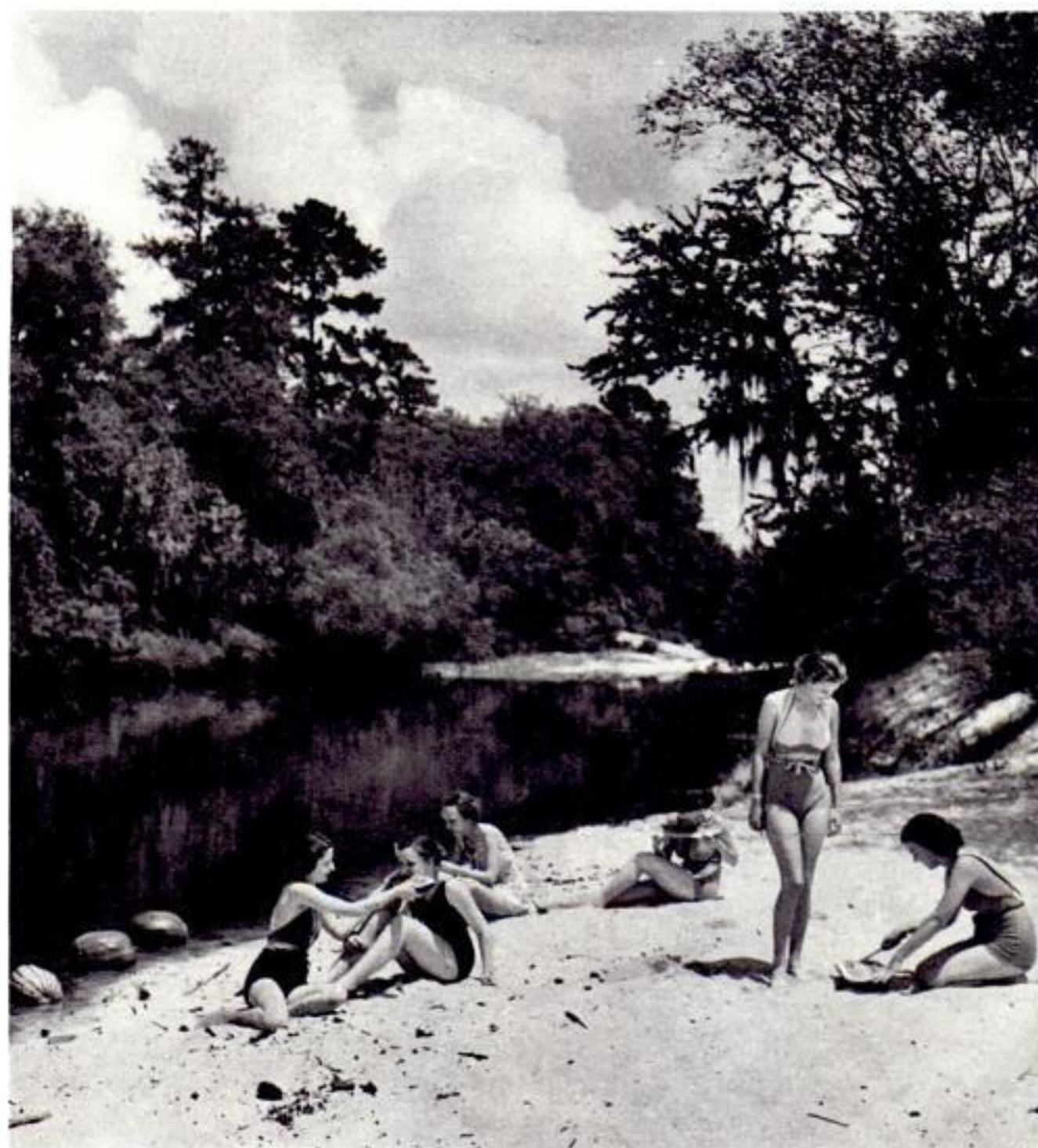


4 ... find helpful, neighborly, safe service wherever you see the Sinclair H-C Gasoline sign. Look for it on all main highways.

ALL SOUTHERNERS LIKE WATERMELON

(continued)

The watermelons which make the most money are those shipped North but the watermelons which are most appreciated are those consumed in the South. White or black, Southerners know how a watermelon should be eaten. For maximum deliciousness it should be sliced lengthwise and held in the hands. Old clothes or bathing suits should be worn.



A watermelon picnic is considered the height of fun by Georgia girls, who like to cool their melons in a creek. The girl seated at right is going to get sand in hers.



Nothing makes a Negro's mouth water like a luscious, fresh-picked melon. Any colored "mammy" can hold a huge slice in one hand while holding her offspring in the other. Since the watermelon is 92% water, tremendous quantities can be eaten. What melons the Negroes do not consume will find favor with the pigs (below).





*Drinks never
taste thin with
Gordon's Gin*

Gordon's Gin has Liqueur Quality and High Proof, 94.4. That means richer flavor—velvety smoothness—drinks that never taste thin. Obey your sense of discrimination—always ask for Gordon's—you'll be amazed at the finer, richer, smoother taste of your gin drinks.

Gordon's Gin

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • 94.4 PROOF

Now see America

BETWEEN
NEW YORK AND

California

OR MEXICO CITY

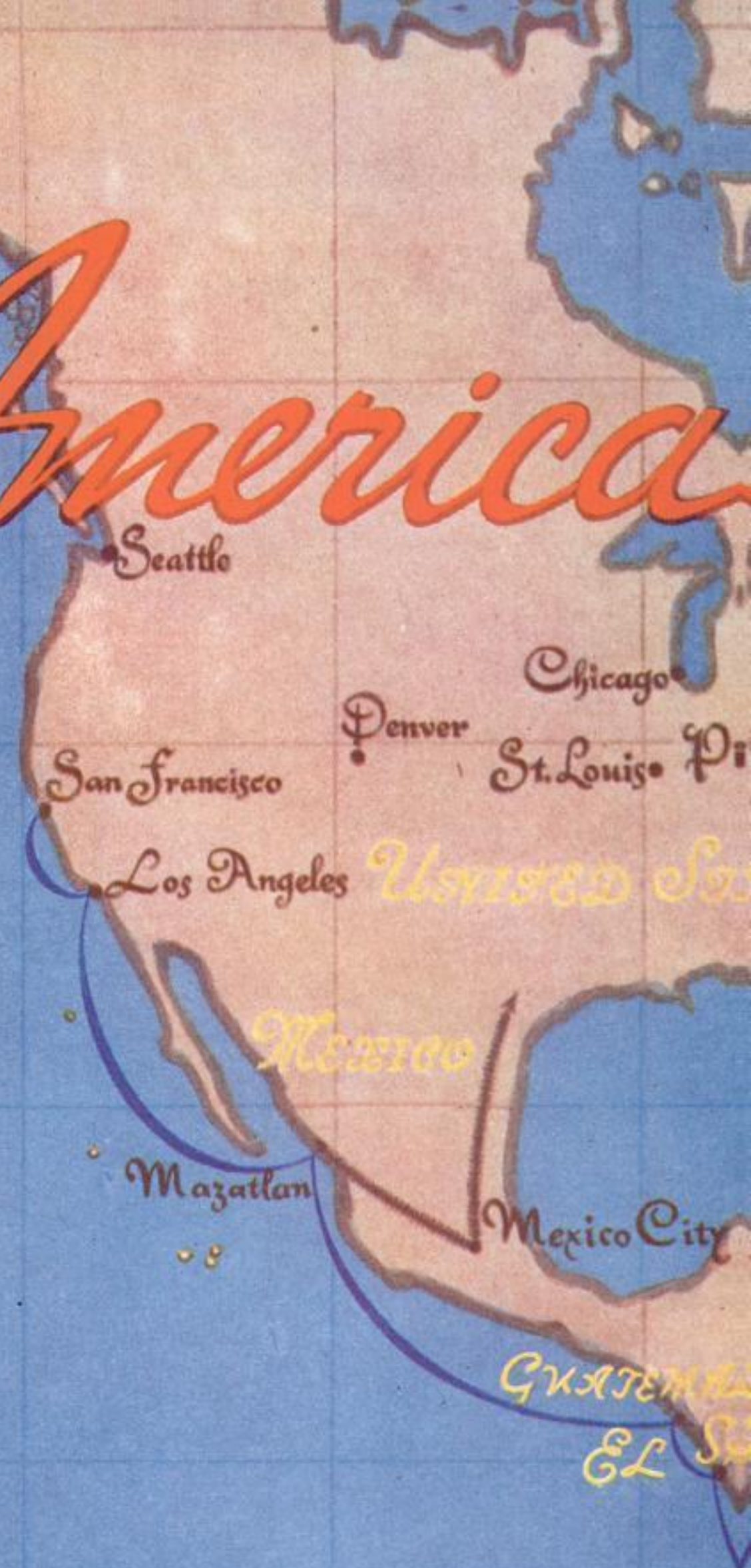
Grace Line presents fortnightly cruises and rail-water trips between New York and California or Mexico City—the only cruises visiting en route Colombia, Panama, El Salvador, Guatemala and Mexico, with an additional stop at Havana eastbound. These splendid Grace “Santa” ships offer all outside rooms with private, fresh water baths; outdoor, tiled swimming pools; light, airy dining rooms high up on promenade decks; gymnasiums; Dorothy Gray Beauty Salons and pre-release talking motion pictures. One of these luxurious Grace “Santas” sails every two weeks from New York and from San Francisco and Los Angeles.

TO *South America*

Modern Grace Line “Santa” ships sail to South America from New York every week—from California every other week. Cruises include 32 day trips to Lima, Peru; 39 day tours far into the Andes to Cuzco and the interior of Peru; and 39 day cruises to Valparaiso and Santiago, Chile. Stop over privileges permit visits to the lovely Chilean Lake Region and Buenos Aires. En route Panama Canal, Havana and 12 to 17 other Caribbean and South American cities, depending on cruise selected. Connections at all ports with Pan American-Grace Airways (flying time Santiago to New York four days, from other points proportionately less).

For illustrated literature, itineraries, fares and all-expense cruises, consult your travel agent or Grace Line, New York, Boston, Pittsburgh, Washington, D. C., Chicago, San Francisco, Los Angeles, Seattle.

Grace Line South American cruises visit Chile where Ivan Dmitri made this natural color photograph of a gaucho last November (springtime below the Equator as our seasons are reversed).



by Grace Line



Grace Line cruises between New York and California visit en route six Spanish American countries including Mexico, where Luis Marquez photographed this charming Huastleca girl.

I can "Tune-in" any temperature on my new Gas Range

AUTOMATIC HEAT CONTROL



● "A MIRACLE OF CONVENIENCE" say women of the modern automatic gas range. Oven heat control takes the guesswork out of baking. New gas ovens give you the exact temperature you want all the way up to 550°—and preheat twice as fast as your old range. Many new gas ranges have clock control which turns your oven on and off while you are out shopping. Oven walls are insulated to keep heat in—so your kitchen is cooler, more comfortable. This new insulation makes economical gas cookery thrifter than ever.

FLEXIBLE TOP HEAT, TOO



● ONLY WITH GAS can you get *instant intense* heat—then reduce it to any degree you want. Top burners on the modern gas range light automatically. They are simple to operate—never wear out. Marvelous new simmer burners enable you to do "waterless cooking"—which preserves the true, full flavor of vegetables and their valuable vitamins. Pots stay bright when you cook with the clean blue gas flame. New aluminum top burners are easier to clean. In fact, the whole range can be cleaned as easily as a china plate.

SMOKELESS BROILER



● THE MODERN GAS RANGE has introduced the double-quick broiler that practically cuts broiling time in half. New high broiling temperature seals in more flavor, cooks meats *through* as they brown outside. There's no smoke to soil kitchen walls and curtains—new perforated grills drain off fats and keep them away from the flame. The broiler in the modern gas range slides out in a drawer for easy turning. In appearance the handsome new gas ranges are unsurpassed. Let one dress up *your* kitchen and make cooking pleasanter and more economical.



See the beautiful new gas ranges at the showroom of your Gas Company or appliance dealer. You'll find them surprisingly low in cost. Look for this Seal of Approval of the Testing Laboratories of the American Gas Association when you buy gas equipment. Appliances bearing this Seal comply with national requirements for safety, durability and efficiency.

FREE!

Send for booklet, "Planning the World's Easiest-to-Keep House," by CONSTANCE HOLLAND; a valuable guide for saving time, money and effort in your own home. Write American Gas Association, 420 Lexington Ave., New York.

Name _____

Street _____

City and State _____

GAS IS YOUR QUICK, CLEAN, ECONOMICAL SERVANT

THE DESCENT OF THE "WALLY" DRESS

From Paris to New York's 14th Street

From \$250 to \$8.90 in Six Weeks



Style piracy is the bogeyman of fashion designers. Although many schemes to patent designs have been attempted, none has been satisfactory. The rapidity with which a fashion can travel from a top-price Parisian salon to an inexpensive cash-and-carry U. S. store is told in the accompanying photographs.

On May 26, the sketch at the left with the heading "Wedding Ensemble of Mrs. Wallis Warfield" and detailed description of cut and material appeared in *Women's Wear*, trade paper of the women's apparel industry. On June 3, radiophotos of the Duchess of Windsor in her \$250 Mainbocher wedding gown appeared in many U. S. newspapers. On June 13, Bonwit Teller, swank shop on Fifth Avenue, New York, advertised "this moment's European sensation . . . seen . . . in cabled photographs from the Chateau Cande. . . ." It was a short-sleeved, short-skirted, printed-silk version of the Duchess' wedding dress. Price: \$25. In early July, Lord & Taylor, farther south on Fifth Avenue, had a version of the "Wally" dress in its window. Price: \$16.95. A week later, thrifty shoppers found racks full of the "Wally" dress at Klein's cash-and-carry store at 14th Street, New York. Price: \$8.90.



\$39.95 at Bonwit's. This lady wears her "Wally" dress at the Rainbow Room. Note the 11-button corselet, fitted cuff.



\$12.50 at Klein's. This youngster can also be dazzling in a "Wally" dress. Note the 10-button corselet, loose sleeve.

CONTINUED ON NEXT PAGE

For the 1 man in 7 who Shaves Every Day



New Film-Forming Shave Cream gives daily shavers relief from razor scrape

If you're one of those particular men who wish to greet each morning with a smooth, clean-shaven appearance, you'll find real shaving comfort in this new-type shave cream.

It's called GLIDER. You spread it on quickly with your fingers—never a brush.

A Film of Protection

GLIDER forms a thin lubricating FILM between blade edge and the tender outer skin of your face. Over this film of

protection your razor slides easily, swiftly. Zip! Off come the toughest whiskers close to the skin line without scraping or irritation. You get a closer, cleaner shave in less than your usual shaving time.

Try GLIDER today. It leaves your face smooth, cool, refreshed. Never greasy or sticky—won't clog razor. On sale at any toilet-goods counter.



Glider

"No-Brush" Cream

FREE OFFER Good only in U.S.A.

Generous introductory tube of Glider
The J. B. Williams Co., Dept. L-8-9, Glastonbury, Conn., U. S. A. Please send me a free tube of Glider—Williams new "No-Brush" Shave Cream.

Name _____
Street & No. _____
City & State _____

A DUCHESS' WEDDING DRESS: FROM PARK AVENUE TO 14TH STREET *(continued)*



By late June, less than three weeks after the famous nuptials, style-conscious women were seen wearing this daytime version of the Duchess of Windsor's wedding dress on the Park Avenues of the U. S. Manufactured by Parnis-Levinson in New York's garment centre, it was at first sold only to one shop in a city, retailed from \$25 to \$29.



By mid-July, the "Wally" dress was well on its way to becoming a style generally accepted in a wide range of prices, in print and plain fabrics throughout the country. The young lady above, walking down New York's plebeian 14th Street, paid \$8.90 at Klein's (left, background) for her copy, faithfully reproduced in Wallis blue crepe.

SHE'S LOVELIER! SHE'S LIVELIER!

Why women everywhere have helped to make Ex-Lax the most widely used laxative in the world

BEAUTIFUL EYES are twice as beautiful when they sparkle! A lovely face is twice as lovely when it's radiant and alive! In fact, any woman knows that she's twice as attractive when the glow of health transfigures her.

That's why more and more women are adopting a simple, common-sense way of keeping fit—of taking care of themselves *inside* and out. They watch their diet, get sufficient rest, plenty of exercise and, when occasion demands, they take a good laxative!

When it comes to a laxative, there's nothing better than Ex-Lax! Its gentle, yet effective, action provides a thorough internal cleansing, resulting in a fine, buoyant sense of well-being. Ex-Lax has made friends by the millions, because women have *proved* that it really helps them to feel better and to look better!

Ex-Lax works by the "gentle nudge" system. This system is a simple, easy, effective method of giving you a thorough cleaning out. Ex-Lax just gives your intestines a *gentle nudge* at the point where constipation exists. Its action is easy, comfortable—and complete.

After taking Ex-Lax, you'll feel *clean*. You'll feel more *alive*. And you'll be grateful for the absence of the strain and nausea that make the action of a harsh purgative so unpleasant.

Another thing—Ex-Lax tastes just like delicious chocolate. Children actually enjoy it, and it's just as good for them as it is for you. Available at all drug stores in economical 10c and 25c sizes.

FREE! If you prefer to try Ex-Lax at our expense, write for free sample to Ex-Lax., Dept. NL87, Box 170, Times-Plaza Sta., Brooklyn, N.Y.

When Nature forgets—remember

EX-LAX
THE ORIGINAL CHOCOLATED LAXATIVE



Radio's Latest and Greatest Values



WITH THE AMAZING NEW G-E TONE MONITOR—

MODEL F-65. 6 tubes, 2 bands—TONE MONITOR, Louver Dial—Domestic and Foreign Stations—Police, Amateur and Aircraft Calls—Large Dynamic Speaker—5 watts output.

Your General Electric Radio dealer will make a liberal allowance for your present radio and arrange convenient terms of payment.

HERE are presented the first examples of the new 1938 G-E Radios. For beauty of styling, for performance, and for sheer value they surpass any radios ever offered by General Electric. Don't miss seeing and hearing them soon—at your nearest G-E Radio Dealer. This year, more than ever, you'll get more when you buy a new 1938 G-E.

with the new and exclusive G-E TONE MONITOR

- New cabinet styling—hand rubbed finishes
- New Louver Dials
- Visual Volume and Tone Indicators
- American and Foreign Programs
- Extended Tone Range
- Police, Amateur and Aircraft Calls
- New Stabilized Dynamic Speakers

12 Super Value G-E Models to select from
\$19⁹⁵ Up

Prices slightly higher South and West. Subject to change without notice.



MODEL F-63

6 tubes, 2 bands—TONE MONITOR, Louver Dial—Foreign and Domestic Stations—Police and Amateur and Aircraft Calls—Large Dynamic Speaker—5 watts output.

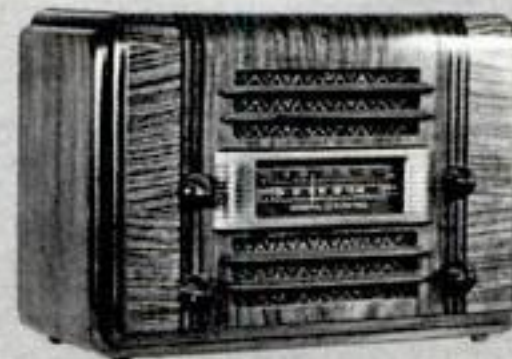
MODEL F-70

7 tubes, 3 bands—TONE MONITOR, Louver Dial—Foreign and Domestic Stations—Police, Aircraft and Amateur Calls—Large Dynamic Speaker—5 watts output.



MODEL F-53

5 tubes, 2 bands—Edge-Lighted Dial—Domestic Stations—Police and Amateur Calls—Large Dynamic Speaker.



GENERAL ELECTRIC

RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E. D. S. T. RED NETWORK N. B. C.

"Ho! Ho! SINK DUNKY!"

THAT METAL
TRAY SURE
GAVE YOU THE
WORKS"

"YEH!
THE WATER-WORKS"



THE ONLY ANSWER TO ICE CUBES AT THE REFRIGERATOR IS
Flexible Rubber Trays

There is only ONE answer to *when* and *where* and *how* you want ice cubes—and that is instantly at the refrigerator with Flexible Rubber Trays. Before you can split a second you have them, one or a dozen . . . full-sized, cold and dry. No tugging—no twisting, no pulling. No sink-dunked, water-logged, weak or wasted ice cubes.

And that's reason enough for insisting that your new mechanical refrigerator comes completely equipped with Flexible Rubber Trays. Or to modernize your present refrigerator get Flexible Rubber Trays from your dealer.

INLAND MANUFACTURING DIVISION
General Motors Corporation Dayton, Ohio



ICE CUBES INSTANTLY—AT THE REFRIGERATOR

1



CHINESE DEFENSE AGAINST PLANES

The Chinese Communist cavalryman above (1) is shown below forcing his Mongolian pony to keep calm during an imaginary attack by enemy planes. As he dismounts he forces the pony to its knees (2), to its belly (3), to its side (4) and finally covers its clear eye with his hand (5). Communists in Northwest China are clamoring for a chance to fight Japan.

2



3



4



5



The Beer That Made Milwaukee Famous



Today...It's Schlitz in "Steinies"

TASTE SCHLITZ TODAY... in the new, compact, easy-to-handle "Steinie" Brown Bottle. It is remindful of olden days... of beer sipped from the cool depths of stone steins.

Old-time brewmasters never enjoyed the facilities of modern science to assure uniform deliciousness to their brew but Schlitz has expended millions of dollars in research and development to make each glass uniformly delicious, appetizing and healthful.

With the first sip you instantly recognize the difference between Schlitz and other beers. That delightful, satisfying difference is old-time

flavor which Schlitz brews with scientific uniformity into every sparkling drop.

It's the full-bodied flavor of rich barley-malt wedded to the piquant tang of the finest hops the world affords... brewed to the peak of ripe, mellow perfection under Schlitz Precise Enzyme Control. You may choose from the modern "Steinie" Brown Bottle... tall Brown Bottle... or Cap-Sealed Can... whichever suits your needs. Each brings you Schlitz at its best.

Schlitz "Steinie" Brown Bottles are compact—light in weight—easy to carry—take less space in your refrigerator. Contents same as regular bottle.

Copyright 1937, Jos. Schlitz Brewing Co.

JOS. SCHLITZ BREWING CO. Milwaukee, Wis.

The cornerstone of



forty-five thousand separate businesses!

A rather unusual success story of a gasoline that has helped to build over 45 thousand independent American businesses.

Several years ago a new gasoline was developed by The Texas Company. It was notable because of its faster action, its *quick response*. Because it had been originally developed for emergency vehicle use, it was called "Texaco Fire-Chief Gasoline" to denote its quick-firing features.

One by one, dealers all across the country put their business judgment behind it.

One by one, they came to the conclusion that this gasoline would show a noticeable difference in engine-action that would bring motorists back for more.

One by one, they came to the belief that they would prosper best beside the Texaco Fire-Chief pumps.

Today over forty-five thousand of these dealers, in all 48 States, offer you Texaco Fire-Chief gasoline instead of "regular" but at no extra cost. It is quick-starting and delivers full power on the road in less than $\frac{1}{100}$ th of a second. It is specially made to compensate for changes of season and climate in various parts of the country.

Under the big red star of the Texaco roadside sign you'll find a thoughtful host to motor cars.

Just try a Texaco Dealer next time.

TEXACO DEALERS

This message is published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company. . . Sponsors of "Texaco Town." (On the air every Sunday Night—Columbia Network). . . Makers of Fire-Chief Gasoline, New Texaco Motor Oil, Havoline and Marfak. Also more than 350 Industrial Lubricants. . . More tourists use Fire-Chief than any other gasoline.

Ever talk to a FIRE-CHIEF fan?

A recent survey was made by a research organization to find out what you motorists thought about gasoline. The number of real Fire-Chief *enthusiasts* this survey uncovered was remarkable. Below are a few of the things they said.

"I don't know Dad's real reason for buying Texaco. I think it's because all the boys at the station are such gentlemen. I know it's a pleasure to get service there."



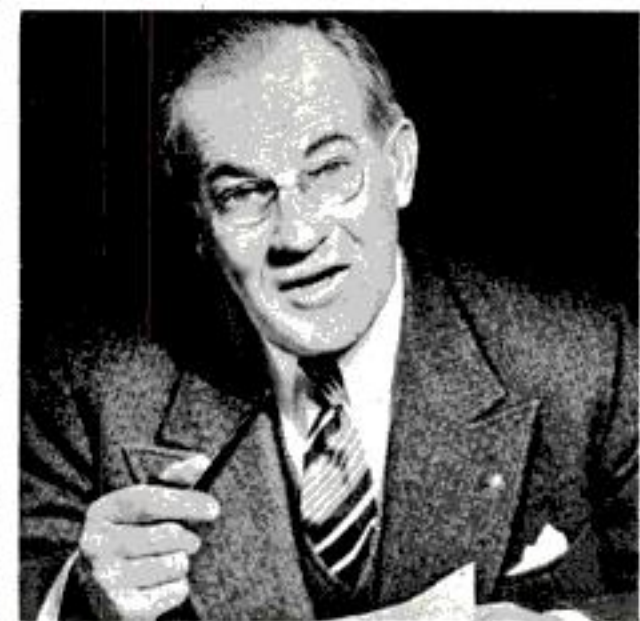
"I used Texaco on a trip to Buffalo and Rochester, and the car averaged 17 to 18 on the gallon. It seems to me Texaco gives the engine more pep. It's very good on hills."



"I used Texaco on a trip through New Hampshire and got around 18 miles or better to the gallon, and found it very good on the mountains."



"I'm a plumber and I do a lot of starting and stopping, and to have your car start purring as soon as you step on the starter means something."



AT MOUNT VERNON

the visitor sees fine furniture possessing the double value of historic interest and able craftsmanship. With fleeting thoughts of minuets, lace ruffles and obsequious servitors, one admires the Martha Washington armchair like the one below, along with other treasures of Colonial times.



Today's Choice Royalchrome

—while claiming no such "ancestry"—does enjoy the distinction of marking a new era in furniture beauty, comfort, design, utility. Whether or not some day, Royalchrome pieces may occupy niches in museums, at least today we think of it as a name denoting active service, satisfied ownership, practical use.

Because of the voluntary production limit* on ROYALCHROME furniture, it is not available to many dealers. If unable to obtain, there are many other good chrome furniture manufacturers, some of whom are: Troy Sunshade Co., Lloyd Mfg. Co., Emil J. Paidar, McKay Co., Theodore Kochs Co., Koken Co., Durham Co., Thonet, Howell, Durabilt.

ROYAL METAL MANUFACTURING CO.

Michigan Boulevard
at 11th Place
CHICAGO

NEW YORK—LOS ANGELES—TORONTO

Royal

"Metal Furniture Since '97"

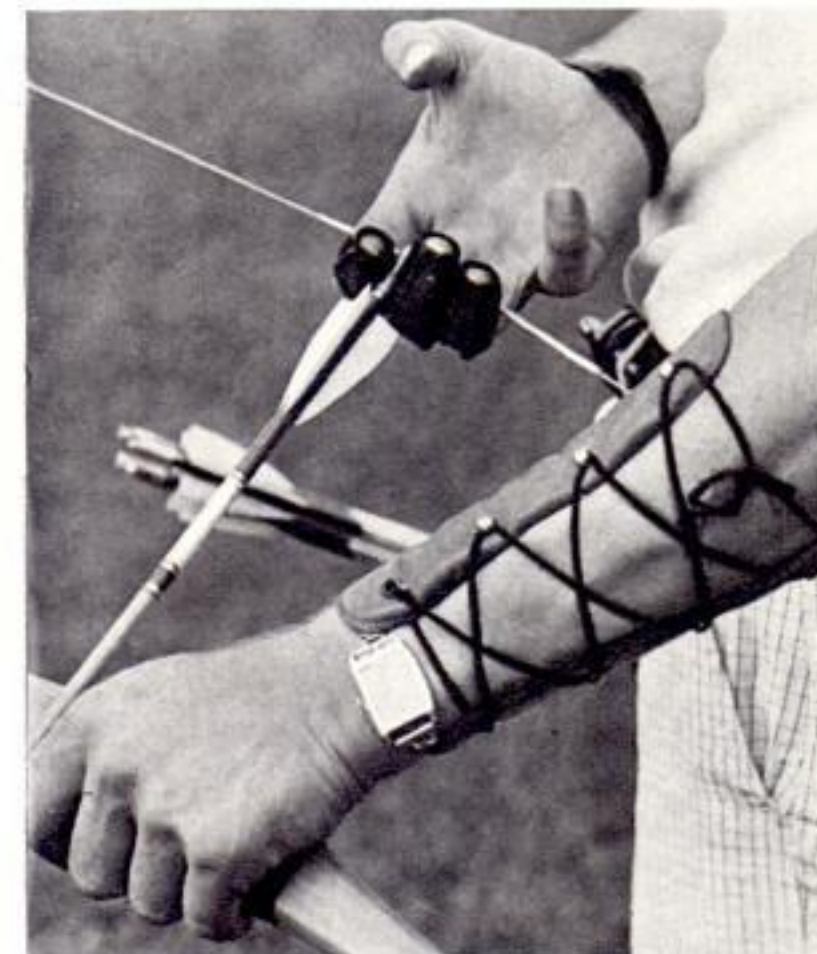
*ROYALCHROME furniture, formerly limited to \$1,500,000 annually has the same quantity limit but measured by pieces instead. Necessarily today the dollar value is greater. Continuing "dollar measurement" would mean discharging men. It is Royal's aim to employ the same number steadily—and if possible happily. This we try to do by having Royal's President know each workman personally. If your dealer cannot supply ROYALCHROME we suggest you buy from Royal's several worthy competitors.

ARCHERY: ARROWS FLY STRAIGHT AT NATIONAL MEET IN LANCASTER



Champion Russ Hoogerhyde, 31, of Clarendon Hills, Ill., at full draw, uses his nose, lips and chin to bring his bow into perfect line with the target.

From July 19 to 23, 178 archers shot some 100,000 arrows during the annual National Archery Association championship meet at Lancaster, Pa. Each shot was equal to lifting a weight of from 44 to 52 pounds and holding it at arm's length for about 15 seconds. Thus did the pick of 300,000 U.S. archers demonstrate to all skeptics that their sport is not effete, is more than an occasion for pretty girls to exhibit pretty silhouettes.



Champion's hands are protected against tanging bowstrings by a three-fingered glove, a tab, a bracer.



Excellent form and stance are shown by Champion Hoogerhyde (above). How not to stand is demonstrated below.



Free-style flight shoot means lying on back, using leg power to bend the bow. Here Bruce Robertson of Milwaukee is about to shoot an arrow 501 yards. N.A.A. record is 614 yards.

CONTINUED ON PAGE 65



Avoid "5 O'clock Shadow"



Stay clean with Gem! Banish "5 O'clock Shadow"—that premature, unsightly stubble which results from inefficient shaving instruments that merely "top" the beard. A Gem Blade in a Gem Razor guarantees shaves that *stay* shadowless to the end of the longest day!

Because Gem Blade is made of 50% thicker steel, it takes 4840 separate stoppings—it can be given a far keener, deeper-beveled edge. You get *cleaner* shaves and far more of them to each blade!



And Gem Razor is scientifically right. Its built-in, face-fitting bevel hugs every facial contour; compels the long, gliding stroke of the master barber, shaving at the one correct angle, clean and close at the dermal line. All one piece, Gem is the world's easiest razor to use. Twist, it opens; twist, it closes.

Why gamble with your appearance? One dollar buys a Gem Razor and five blades, magnificently cased, at all dealers. Or send coupon below and 25¢ for extraordinary "proof" offer.



SPECIAL "PROOF" OFFER

Gem Division, American Safety Razor Corp.
Dept. LE 45, Brooklyn, N. Y.
Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULATION CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).

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MICROMATIC
RAZOR and BLADES

WHO IS THE MAN IN THE IRON COLLAR?



TAKE A "Look" AND SEE!

STOPPERS LIKE THIS ON EVERY PAGE OF AMERICA'S
IRRESISTIBLE PICTURE MAGAZINE

*Circulation Now a MILLION THREE
HUNDRED AND FIFTY THOUSAND...
and NO ADVERTISING FOR SALE!*

● Advertising Question No. 1 continues to be, "When will Look, with a million, three hundred and fifty thousand circulation, let down the bars and accept advertising?"

Seven months of publication and not a single line of advertising. There is no question but that Look's publishers have side-stepped a substantial volume of advertising revenue.

They preferred to pre-prove reader interest in an utterly new kind of picture magazine at their own expense.

That job completed, Look soon will announce the date and rates for the acceptance of advertising.

In the meantime, Look's circulation continues to climb with

every issue. A month ago 1,250,000—today, 1,350,000—and by the time advertising appears, a guaranteed circulation figure substantially higher.

And 99.2% of this circulation by voluntary purchase on newsstands at 10c a copy!



AMERICA'S IRRESISTIBLE PICTURE MAGAZINE

TAKE A "Look" AND SEE

WOMEN ARCHERS AT MEET (continued)



Winner of the Double American Round for women was Mrs. Gladys Hammer, (above) physical-education teacher of Los Angeles. She finished second in the women's national championship, with a score of 1,892. Below, Mary Nagler, of Toronto, braces herself for a free-style flight shot of about 300 yards. N.A.A. record: 355 yards.



For safety's sake, remember:
THERE IS NO SUCH THING AS A
BLOWOUT PROOF TIRE!

"WHERE WERE MY BRAINS!"

A TRAGIC accident—but nothing less will convince some men that there is no such thing as a blowout-proof tire. The only sure protection against the peril of a blowout, as thousands will thankfully testify, is the Goodyear LifeGuard* Tube—the amazing invention that keeps your tire safely inflated after a blowout rips it wide open!

The secret of this tube is a floating two-ply "inner tire" inside the tube itself. When your casing and outer tube blow out this "inner tire" retains enough

air to hold your tire up—to prevent that irresistible drag at the wheel which throws your car out of control in a flash. It gives you time to slow down to a safe easy stop at any speed *with your car under perfect control.*

Remember, blowouts are dangerous even at the speed you normally drive. Every man who drives owes his family the protection of LifeGuard Tubes. They have saved hundreds of lives, prevented thousands of ghastly accidents. Don't delay another day—you can't buy better protection to save your life!

GOODYEAR
LifeGuard Tubes
TAKE THE TERROR OUT
OF BLOWOUTS



This remarkable safety tube consists of a reserve two-ply inner tire *inside* the regulation tube, both inflated by the same valve. When the casing blows out only the outer tube lets go. The inner tire holds enough air to support the car without lurching until you can come to a safe stop.

**FOR PASSENGER CARS
TRUCKS • BUSES**

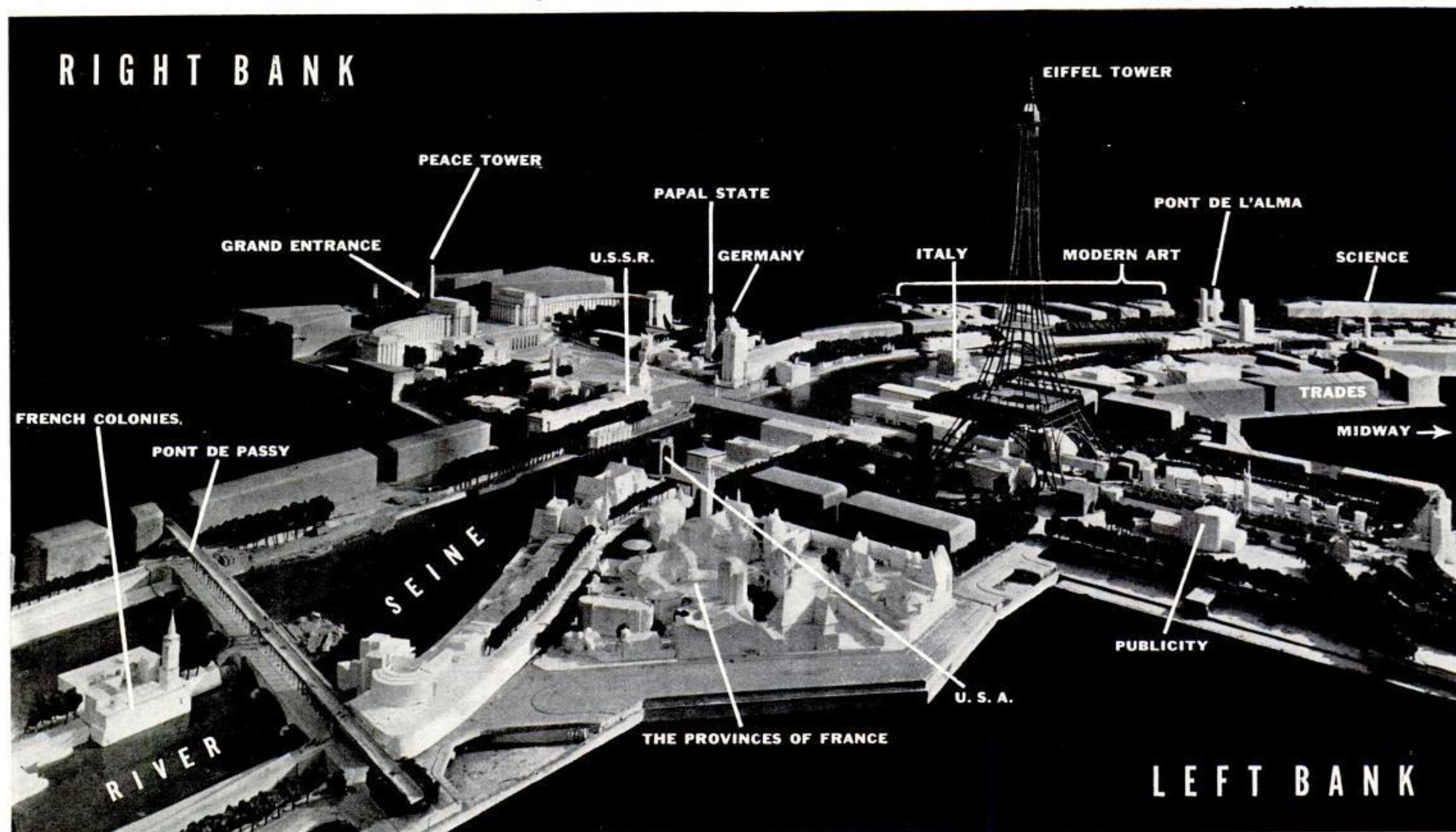


"We picked up a 60-penny spike while my wife was driving," reports Mr. W. E. Groom of Spokane, Washington. "We heard a noise like a blowout . . . but on stopping all tires seemed to be up . . . then I saw the spike driven to its head in the tire yet the LifeGuard Tube still held enough air to support the car . . . I feel it prevented a serious accident . . ."

**"I WOULDN'T DRIVE ANOTHER
MILE WITHOUT LIFE GUARDS"**

*LIFEGUARD is a trade-mark of The Goodyear Tire & Rubber Company, Inc., and is protected by patents applied for

THE CAMERA OVERSEAS: PARIS EXPOSITION GETS GOING THREE MONTHS LATE



PLASTER MODEL OF THE PARIS EXPOSITION OF ARTS AND TECHNIQUES IN MODERN LIFE. GRAND ENTRANCE PLAZA IS REPEATED IN PICTURE BELOW



The heart of the Exposition, looking from a lower platform of the Eiffel Tower. Notice above and in the model at top the Peace Tower in background flanked by the colonnades

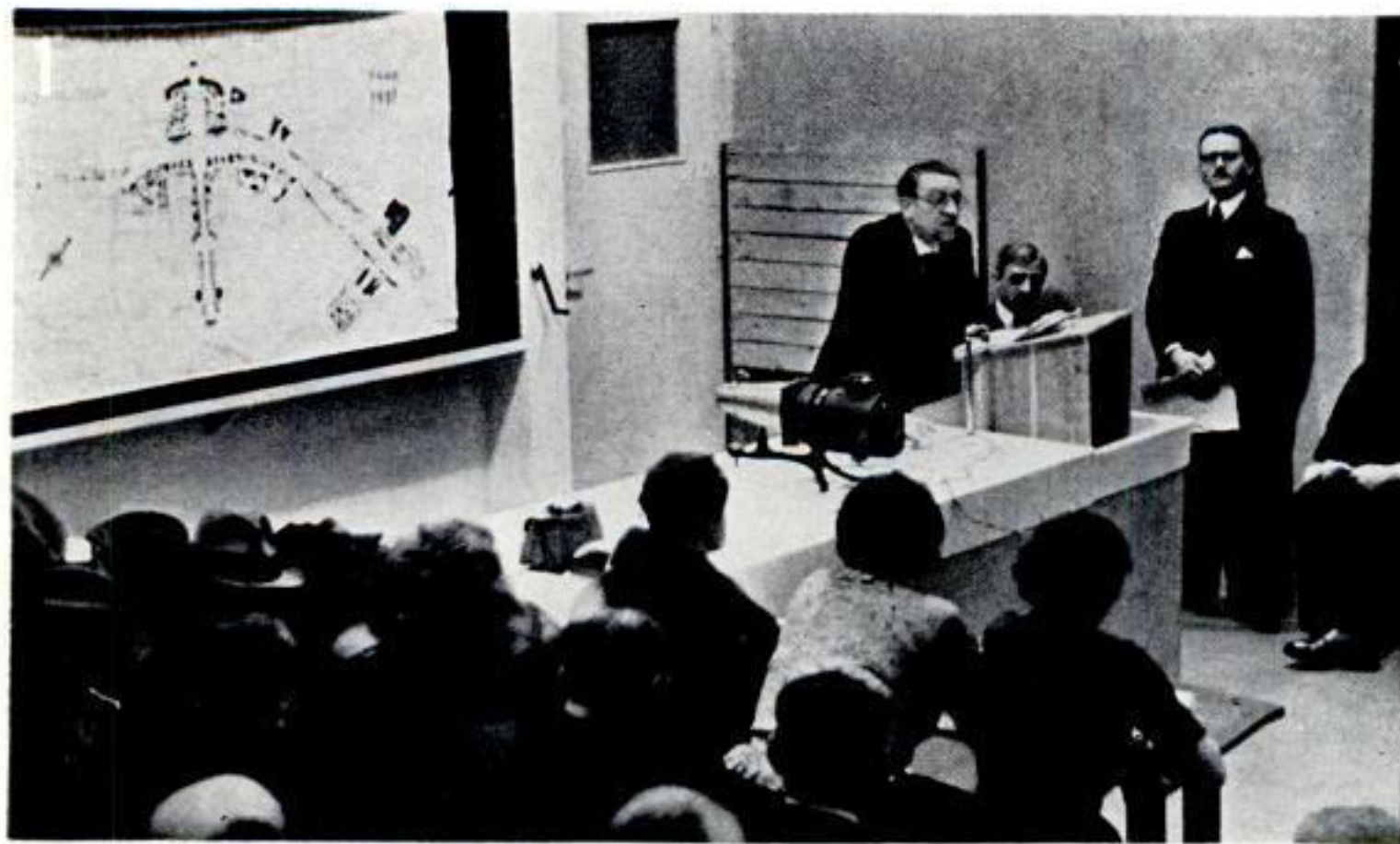
saved from the old Trocadéro building. The U. S. S. R. and German buildings are left and right. Beyond them are a score of foreign pavilions. The bridge is the Pont d'Iéna.

The Paris Exposition of 1937 was an idea to make money for France and work for the French unemployed. The unemployed tried to make the work last as long as possible. Consequently the Exhibition opened May 25, a month late, with only four of 50 foreign pavilions ready. It muffed the June and early July tourist trade. But by July 29, 150 of 250 pavilions were open, the daily attendance was 150,000 and France was shooting the works to catch the August tourist trade. After three months of puttering, the Exposition had turned out to be a beauty.

It is laid out along the Seine for two miles, cut by two transverse boulevards, one of which appears in the picture at left and the model above. The Exposition is dominated by the Eiffel Tower and by the duel of the Russian and German pavilions (see p. 70). Most of the pavilions are built in a simple, formal modernism. Their interior decorations are in what decorators call "modern baroque," a combination of modernistic, classical and surrealist which makes an effect of ascetic luxury.

Tourists should come in by the Trocadero entrance in the background of the picture at left. The Russian pavilion has a jeweled map of Russia, a 1934 Ford car made in Russia and a great deal of kindergarten Communist propaganda. The German pavilion is dull with dignity. Most fascinating is the French provincial hodgepodge where fine French dinners are served for a dollar and the French colonial pavilions on the Isle of Swans in the Seine where French Africa is reproduced complete with smells. The Midway is notable for a parachute jump from a tower.

Favorite cheap restaurants are the French provincial, Midway sauerkraut stands and the *Brasserie des Métiers*. Best swank restaurants are *Le Roi George*, the British Pavilion's "Buttery" for lunch, the superswank Club of the Birds atop the *Pavillon d'Elégance* at night and the Argentine boat-restaurant.



A PROFESSOR LECTURES GUIDES ON EXPOSITION

At any of the Paris International Exposition's 31 entrances, a foreign visitor may hire an interpreter-guide who speaks his language. Candidates for these prized jobs are the six internationalists below. Above and at right is the French professor whose job of breaking in guides exhausts him and the gamut of the emotions. The map on the wall behind him (*above*) shows the entire curve of the Exposition along the Seine and both transverse boulevards. The central perpendicular is the same as that shown in the model on the opposite page.



Guide Erick Norbert speaks all four Scandinavian languages, including the Icelandic.



The Near East's brunette Barbara Papazian takes care of visiting Armenians and Turks.



The Balkans' Osman Barnoum can speak fluent Kurdish, Bulgarian, Greek & Turkish.



Russian Nadia Poliakowa is equally glib in French, English, German and Russian.



Teutonic Ludwig Brand is perfect for visiting Germans, fair for English visitors.



English Helen Bingham, who can also talk French, is assigned to English & Americans.



The super-job of making Exposition-wise guides out of the polyglot crew at left fell to Professor Delestrée, secretary of the Interministerial Commission of Tourism, shown above, lecturing (1 to 5). He begins his harangue (1); gropes biliously for a word (2); finds exactly the word he wants (3); shoots the works (4); and realizes with incredulous despair the depths of his audience's stupidity when a candidate asks him a dumb question.

CONTINUED ON NEXT PAGE

THE CAMERA OVERSEAS: POLITICS FIGHTS FOR PARIS SKY LINE

(continued)



For European nations, the Paris Exposition of 1937 is a battle royal for prestige. The smart French let Europe's two militant philosophies fight it out on the sky line. The dramatic result is shown above. The Russians (*at upper left*), lord it over the entire Exposition with two enormous figures brandishing the hammer and sickle. Facing them (*upper right*), perches the German eagle, twenty times life-size. In foreground, on the river side of the Italian building, sits

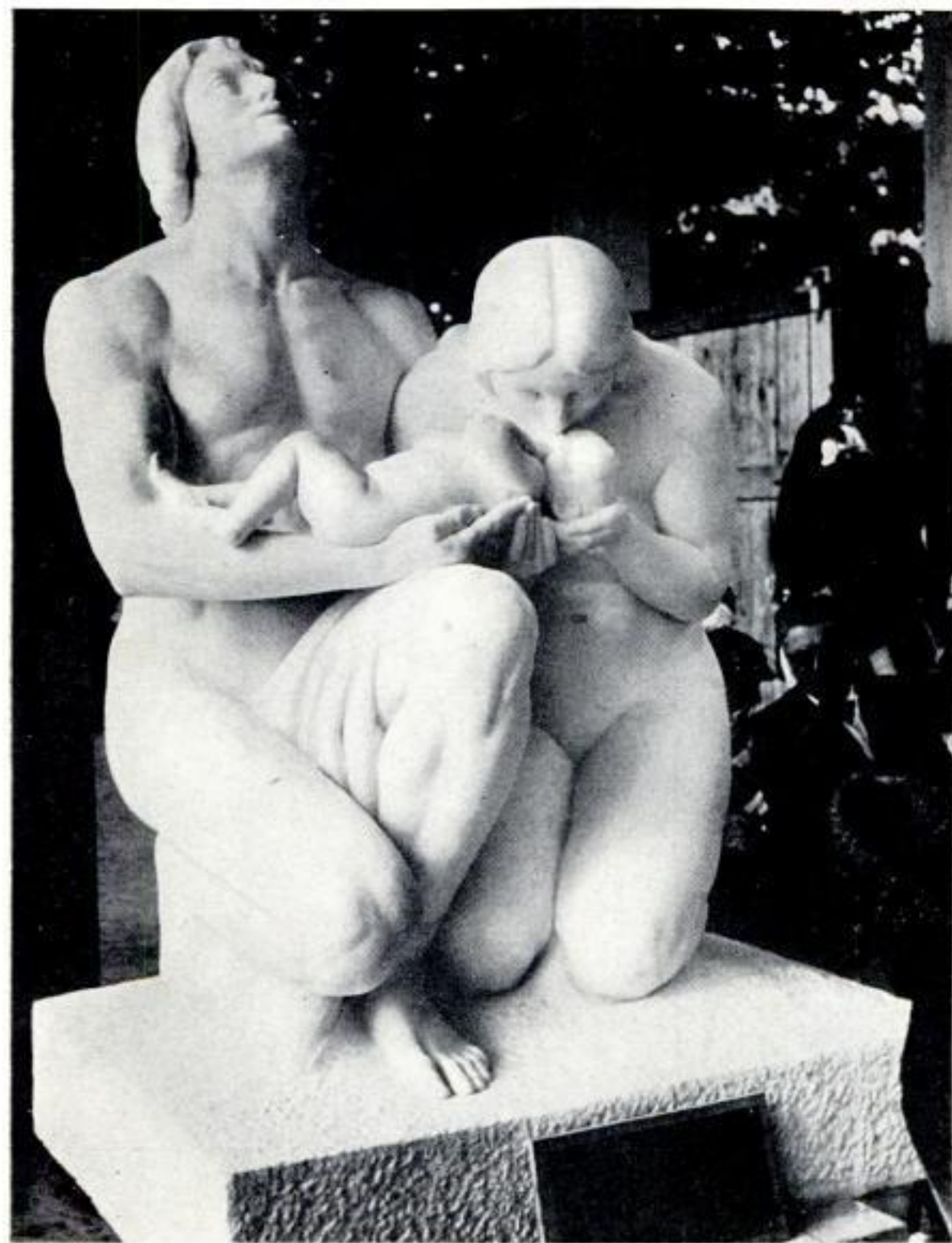
a horseman supposed to resemble Mussolini. Notably not participating in this race are the British and U. S. buildings which were finished far behind schedule. They are on the near side of the Seine, off the picture to the left. The Russian and German pavilions, ready May 25, are always packed with skeptical Frenchmen weighing their comparative performances. On the glistening Seine, the nations' oarsmen battle for further prestige in an international regatta.



A rival Exposition, San Francisco's Golden Gate Exposition of 1939, sent Miss Shirley Joy Ellis, 19, of Seattle, to Paris under the title of "Miss Western America." Above she is shown walking past the modernistic columns of the *Place de la Concorde* Exposition entrance.



The Eiffel Tower, built over howls of protest as a purely temporary attraction at the 1889 Exposition, is the 1937 Exposition's No. 1 landmark, stripped of some old gingerbread decoration and festooned with Neon lights. Above, pretty Swiss use it for background.



U. S. art was represented by this group on the old theme, *The Birth of a Nation*, by an obscure U. S. sculptor named Marius Vos. All statuary in the U. S. pavilion was done economically by Americans in Paris.



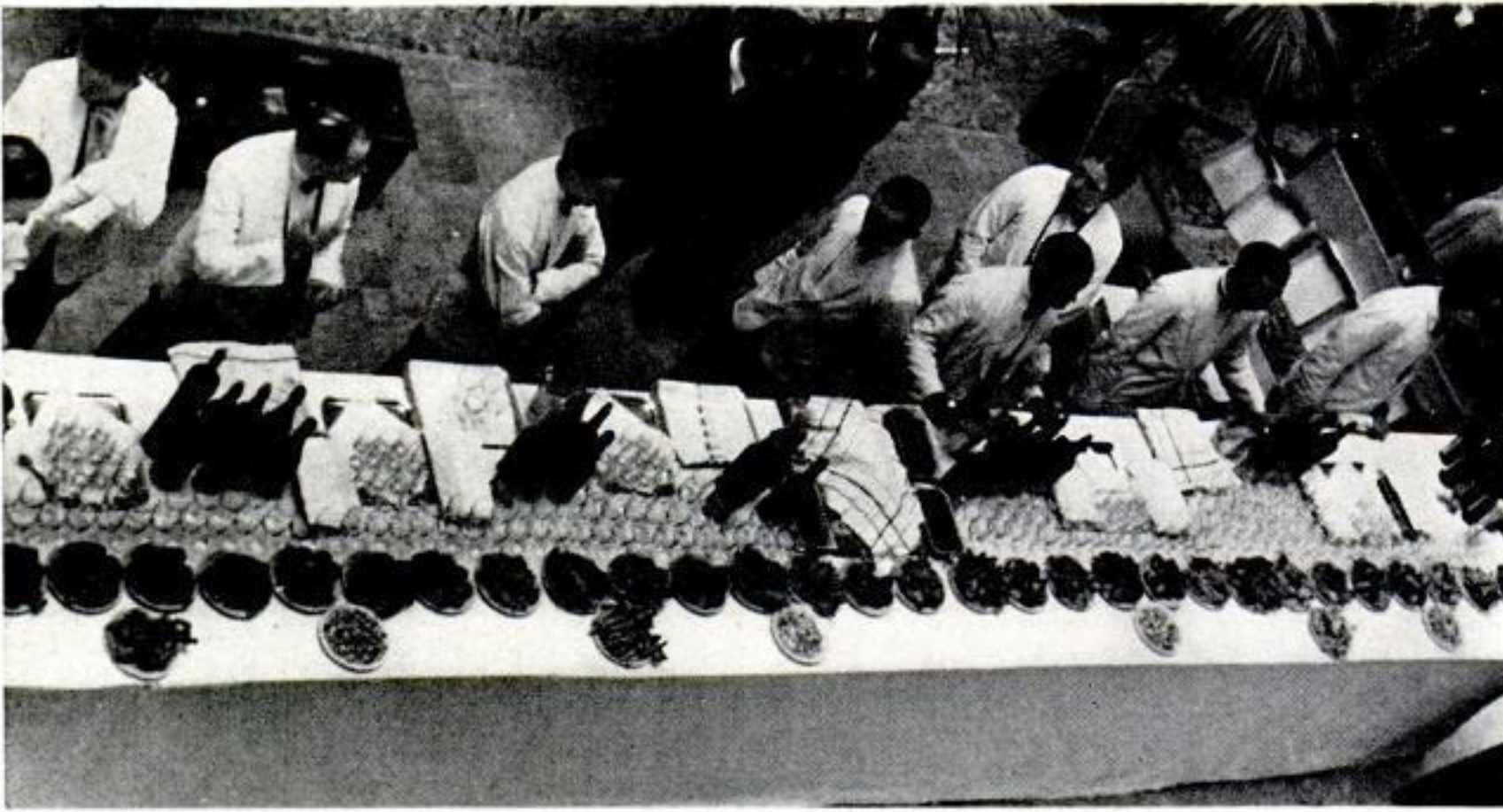
President Lebrun of France and a full battery of silk hats acted out the formal reception of a tiny citizen of French North Africa. The occasion was the open-

ing of the pavilion of French Colonial Africa on the Isle of Swans in the Seine. The colonial exhibits are manned by Africans imported by the Exposition.

CONTINUED ON NEXT PAGE

(continued)

THE CAMERA OVERSEAS: FREE FOOD AT EXPOSITION



The loaded board above was prepared for the opening of the Rumanian Pavilion June 25. While the Rumanian minister in Paris made a routine speech, the crowd was barred from the champagne, hors d'oeuvres, caviar and fruit. At the signal, the tables were stampeded. The people shown on this page are far from being French or Rumanian socialites or even hangers-on. They are merely the Parisian prototype of the free-lunch hunter who has an uncanny nose for publicity parties where food and drink are provided for all comers. There is also in Paris a large Rumanian colony too proud to work and continually on the verge of starvation. Two dozen of them can polish off a table such as the above.



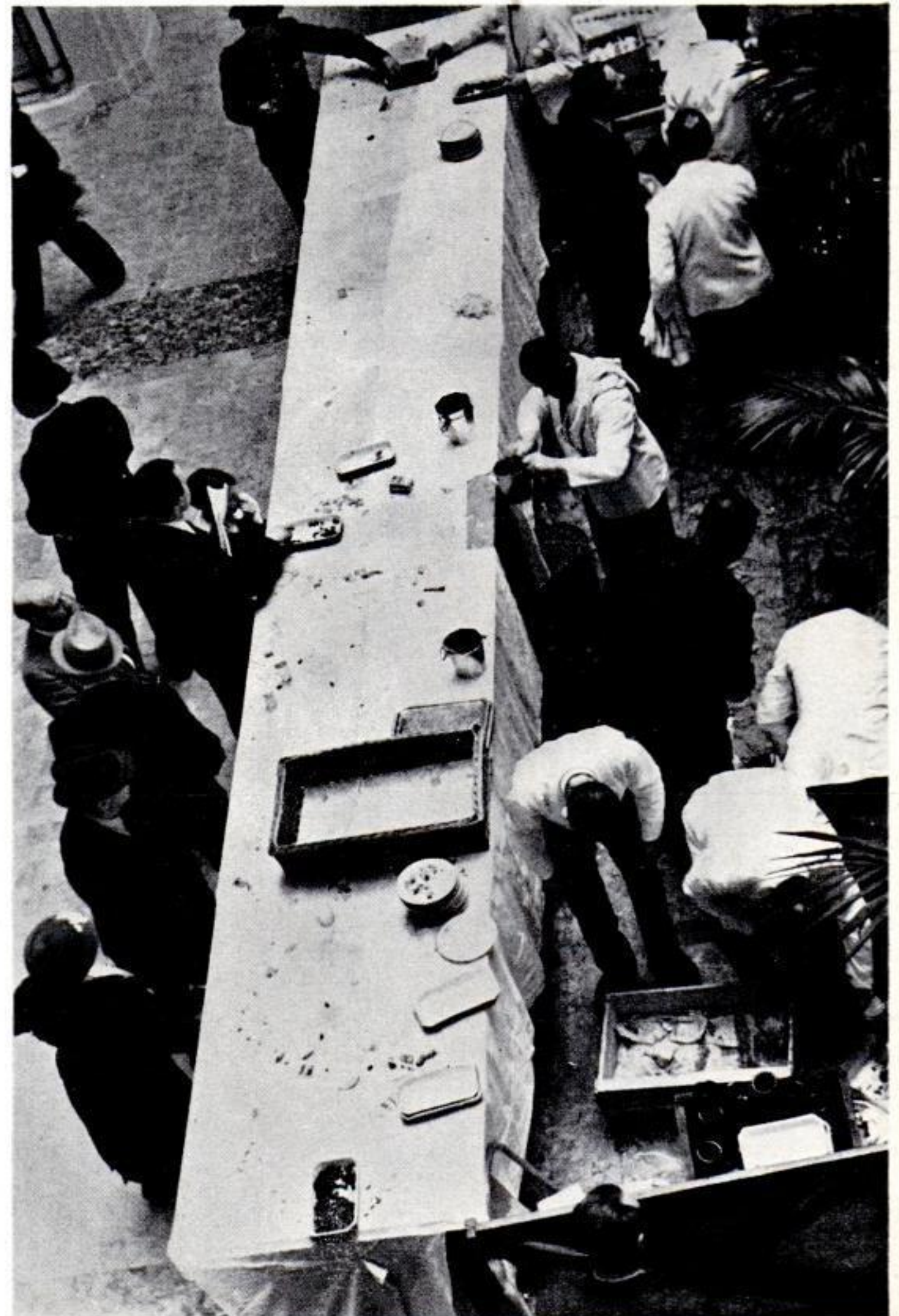
A LADY GOBLER (CENTRE) WORMS IN CLOSE AND REACHES



SHE OBJECTS TO BEING JOSTLED BY HUNGRY RIVALS



THE HEIGHT OF THE ORGY AROUND THE TABLE LOOKED LIKE THIS



THE RAVISHED TABLE YIELDS A LAST POTATO CHIP AT UPPER LEFT



THE EXPOSITION HAS A "SALON D'ELEGANCE"

In a pavilion of azure blue, the elegant dressmakers of Paris are startling the Exposition crowds with a showing of their newest fashions on models 7-ft. tall. Made of pinkish beige plaster, these figures have well-modeled torsos but outrageously unfinished faces and arms. The models (*above*) wear gowns of lamé

(metal threads woven with silk) designed by Jane Regny, Madeleine de Rauch and Anny Blatt. Both the gowns and complexions harmonize with the pinkish beige, faintly surrealist background. Lanvin posed her huge models on a gigantic horse and heraldic lion. Schiaparelli, who didn't like the restrictions placed by the Pavilion committee, reclined one of her plaster models under a pink plaster tree, strewn flower petals over it instead of a gown. The "modern baroque" theme which pervades the entire Exposition, runs riot in this *Salon d'Elégance*.

THE CAMERA OVERSEAS: CHINESE AND JAPANESE ARGUE AND FIGHT



A Japanese officer climbs into Wanping to parley on July 10. The other uniforms belong to the pro-Japanese Peace Preservation Corps, but the soldiers inside them belong to the rabidly anti-Japanese 29th Army which was holding Wanping. Polite Chinese often pretend to be pro-Japanese.

A war scare suddenly appeared over North China July 7. It was fading out when on July 28 it reappeared full-faced and terrible. The pictures on these two pages, showing first hostilities, were flown to Hong Kong, thence across the Pacific to San Francisco by Pan American's Clipper.

The war began at a beautiful marble bridge southwest of Peiping. Marco Polo, liking that bridge in 1275 when he visited China, mentioned it in his diary. It is today called the Marco Polo Bridge by foreigners, Lukouchiao (reed-snipe bridge) by Chinese (*see below, centre*). On July 7, Chinese irregulars fired on maneuvering Japanese. Japanese counter-attacks failed to capture bridge or nearby town of Wanping. Both sides palavered, made agreements and accused one another of breaking them.

On July 28, peasants dug ditches across the Peiping-Tientsin road and disguised Chinese soldiers suddenly attacked the Japanese garrison from within Tientsin, city of 1,400,000 between Peiping and the sea. Japanese planes retaliated by bombing Tientsin. On July 31, Japanese finally captured Marco Polo Bridge and Wanping. And at last Chinese Generalissimo Chiang Kai-shek advanced crack troops to within 40 miles of Peiping.



Wanping's main gate, battered by Japanese field pieces after the negotiations shown at left. Japanese planes bombed the stubborn town July 20, reduced all but the solid masonry wall to rubble. But the Chinese held on inside for ten days more.



A Chinese officer at Wanping, disguised in a Peace Preservation Corps uniform, and a peasant with a truce flag, return the Japanese visit shown at top.



Here the war started. Notice broadsword, the 800-year-old marble lion of the Marco Polo Bridge and, in distance, the Peiping-Hankow railway bridge.



Green umbrellas are raised by the Chinese troops whenever Japanese bombing planes appear. Twenty thousand strong, these men of the 37th Division of the 29th irregular Army have the reputation of being ardent Japanese-haters.



Japanese detrain at Tientsin 4,000 strong to reinforce a garrison of 7,000. Later 7,000 more arrived. Notice freight cars piled with war gear and machine guns. The soldier at right has full marching equipment. Here Chinese later attacked.



Dead Japanese were cremated by their fellow soldiers July 13 at the Japanese field base at Fengtai south of Peiping. Small Chinese victories enraged Japanese, who consider ten Chinese soldiers a push-over for one properly armed Japanese.



U. S. Ambassador to China is Orient-wise Nelson Trusler Johnson, shown at his desk in Peiping. On July 23, deciding that the key to war this time was not Japan but Generalissimo Chiang Kai-shek, he left for Chiang's headquarters at Nanking.



Chinese wounded. Thirty Japanese casualties against 200 Chinese gave Chinese a moral victory in first fighting outside Peiping. Up to July 31, total casualties were estimated at 400 Japanese, 1,600 Chinese. Notice the peeled-stick cane of the man at left. The other is badly hurt.



U. S. marines in the U. S. Legation compound at Peiping with battalion flag. U. S. forces in North China total 1,500. The Peiping compound borders Peiping's main gate of Chien Men, seen in the background. On July 30 Peiping was effectually surrendered to the Japanese.

THE CAMERA OVERSEAS: THE KING OF ENGLAND USES HIS LATE FATHER'S TRAIN



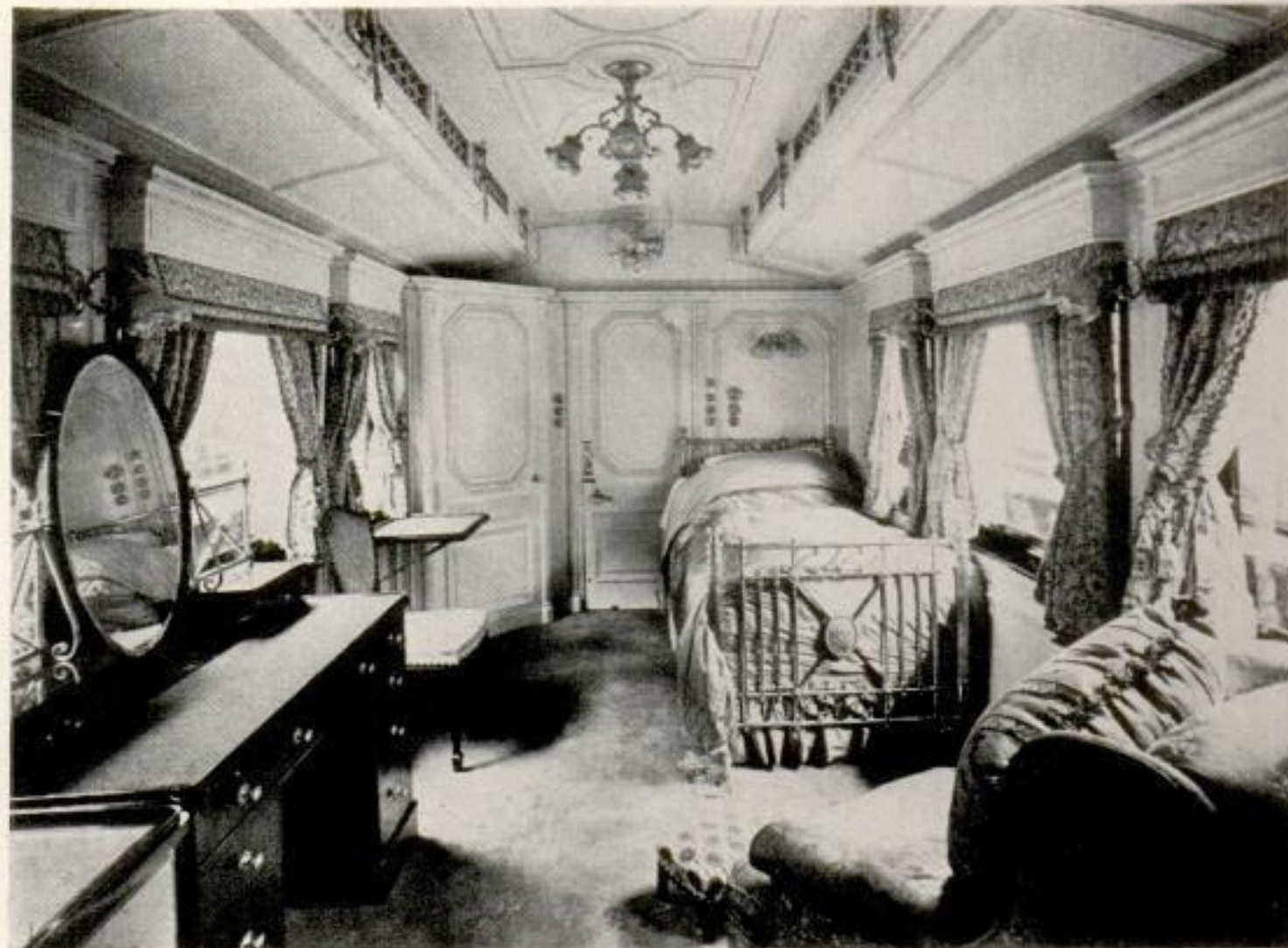
The two cars above are the private coaches of England's King and Queen. In them George VI and Elizabeth rode on their recent visits to Scotland and Wales. Outwardly unchanged since George V and Mary used them, they are cream-colored, trimmed with teakwood.



The Queen's Parlor is Georgian with white enamel walls of mahogany and satinwood. Since this picture was taken, Elizabeth has changed the chair covers chosen by her mother-in-law to pale blue brocade but the green silk rep upholstery of the King's car has remained.



The King's Bedroom has a silver-plated bed, satinwood furniture. Here napped King George V on his last train trip to Sandringham in Dec., 1935. A month later this train brought his body back to London, then lay idle for a year because King Edward VIII disliked it.



The Queen's Bedroom uses Chippendale furniture, is upholstered in pink and blue chosen by Queen Elizabeth. Otherwise the 34-year-old train is still decorated with furnishings chosen by Queen Mother Mary whose bedroom this was when the late George V was king.



The King's Bathroom has a tub with a hinged top, shown closed at the left. At right the Queen's tub is open, its lid covering the windows of the car. Overhanging rims keep the bath water from rolling out on the curves. The mahogany walls are covered with white enamel.



The Queen's Bathroom is like the King's but for an octagonal-shaped mirror. Her car includes parlor, dressing room, bedroom, bath and maid's bedroom. The King's car has a smoking room instead of a dressing room. The little princesses travel in another car.

All Modern Dianas

LITHE AND LOVELY—BUT WHAT A DIFFERENCE IN LEG MEASUREMENTS!



Ann Delafield, Director of the Richard Hudnut Salon and an expert in women's figures, insists that every client be completely measured before exercises are prescribed. She says that often, even among women of the same height, there is a considerable variation in leg measurements.



Figures streamlined—but no two legs the same

CLAIRE (on the board), Foot 9, Ankle 8, Calf $12\frac{3}{4}$, Top 17, Length F.
KATHLEEN (on the mat, left), Foot $9\frac{1}{2}$, Ankle $8\frac{1}{2}$, Calf $13\frac{3}{4}$, Top $19\frac{3}{4}$, Length O.
JUNE (on the mat, right), Foot 11, Ankle $8\frac{1}{4}$, Calf $13\frac{1}{2}$, Top 20, Length T.
JOAN (on the scale), Foot $9\frac{1}{2}$, Ankle 8, Calf $12\frac{1}{2}$, Top $17\frac{1}{2}$, Length P.

THE Exercise Salon works like beavers to give legs their best contours. Realsilk also works like beavers producing Personal Fit Hosiery with minute variations in hosiery sizes to make contours look their loveliest.

Only Realsilk, with one large center which caters to all the women in the United States, and sells direct to them, can make so many varied sizes in hosiery.

The idea is simple. You give

Realsilk the measurements that count in hosiery fit: length, top size, calf and ankle sizes, as well as the well-known footsize. They fill your order from an enormous variety of size combinations. They make it their business to fit your leg contours as well as your foot.

The result is this: A minimum of "smoky" areas. A maximum of sheerness. An old age pension in wear. Realsilk comes to you. The representative may ring your bell

tomorrow morning. If he doesn't, look up Realsilk in your telephone directory. Call. Ask that a representative be sent to show you the new colors and weights. Five measurements are written on your order. Shortly, fresh silk hosiery—chosen to fit you, from hundreds of variations in pattern—is delivered by the post office.

REALSILK HOSIERY MILLS, INC.
Indianapolis, Indiana



It takes only a minute to get your hosiery measurements. Realsilk Personal Fit Hosiery is a matter of four measurements, in addition to footsize. The Realsilk Representative furnishes you with a convenient device for taking these measurements.

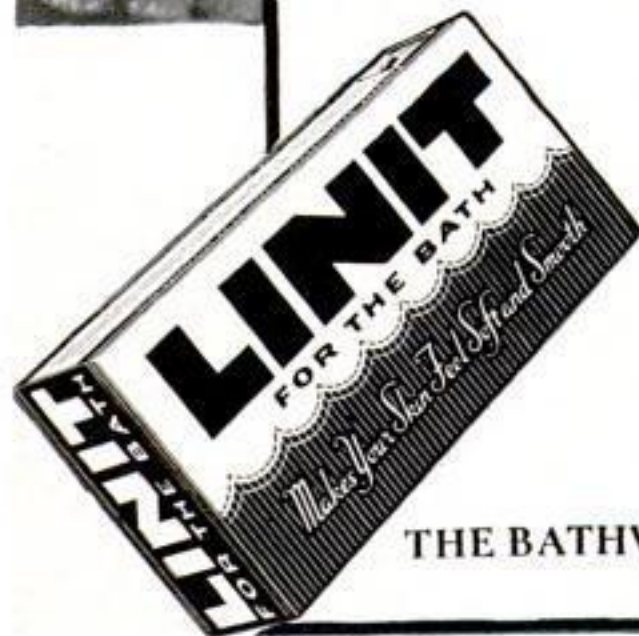
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Branches in 200 cities. Fine hosiery and lingerie for women and quality haberdashery for men



AFTER THE
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 —FEEL YOUR SKIN!

Lovely women everywhere have enjoyed the soft, satiny smooth skin the Linit Beauty Bath imparts. There is both beauty and soothing body refreshment in a Linit bath. Dissolve half a package or more in a tub of warm water. Bathe with your favorite soap. You will be amazed that so luxurious a bath can be so simply prepared and so economical.



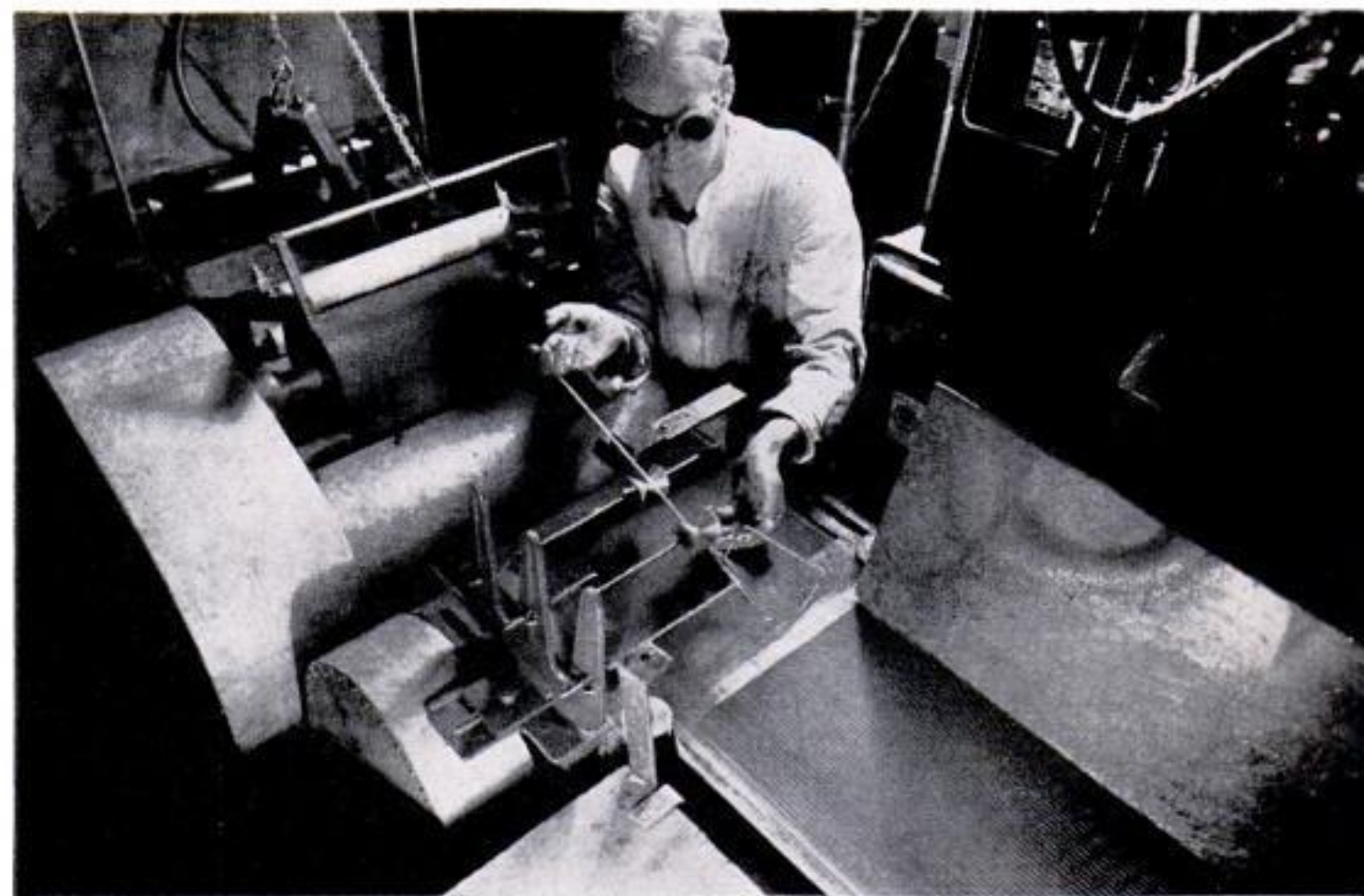
THE BATHWAY TO A SOFT, SMOOTH SKIN

GLASS INTO THREAD INTO TEXTILES

Most recent development in the field of textiles is the production of fibrous glass. It has long been possible to form fine glass filaments by applying high-pressure steam to glass. Commercial application of spun glass, however, has only been feasible since the discovery of a secret process which produces fibers .0003-in. thick at rifle-bullet speed. Here, you see how glass textiles are made at the Corning Glass Works, Corning, N. Y.



Shooting the temperature at the charging port of the tank furnace, this inspector uses an optical pyrometer which registers heat in terms of light. Soda, lime, silica and special compositions enter the furnace here, are heated to melting point.



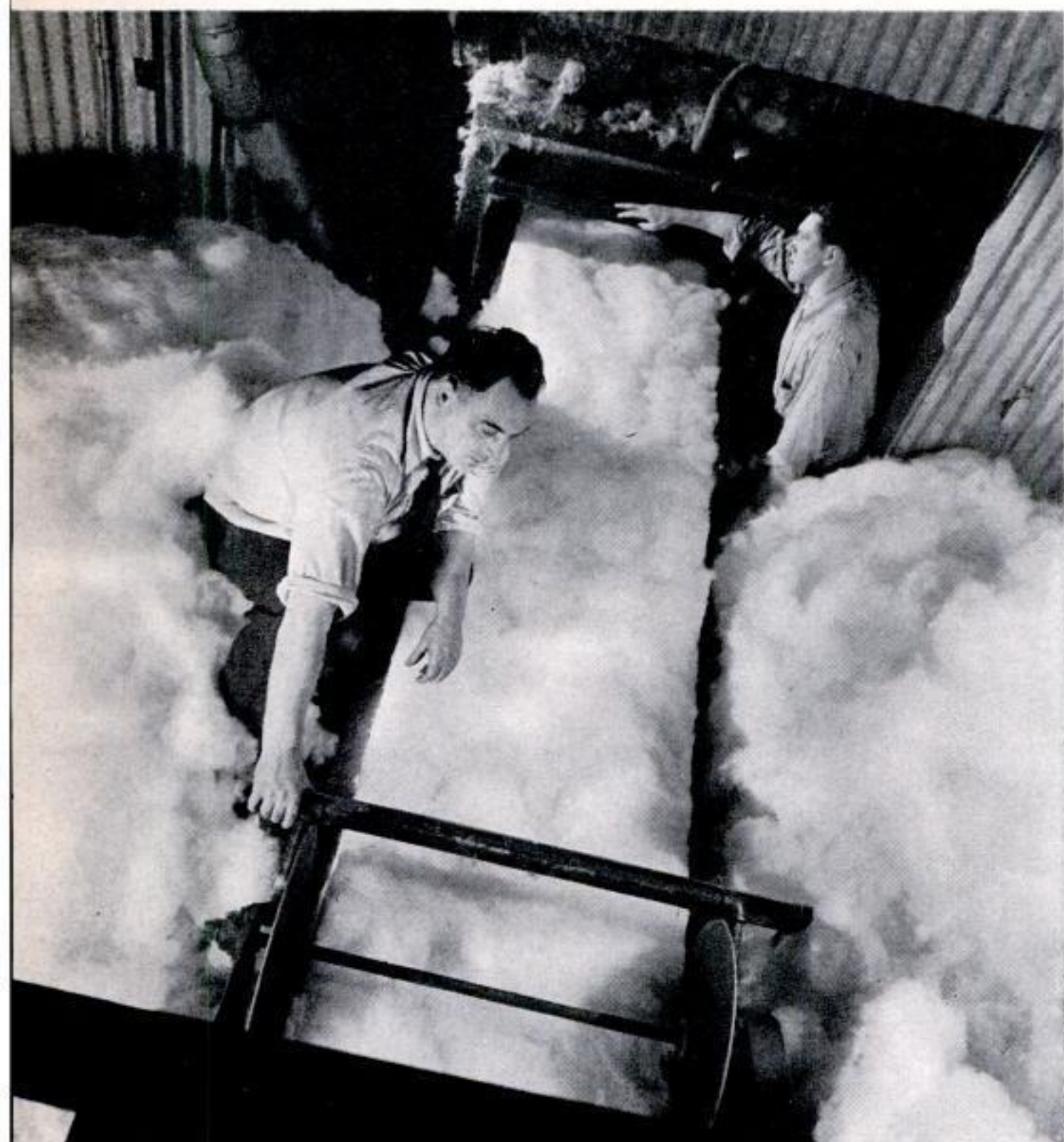
Glass fibers, so fine that you cannot see them, arrive from melting tank on endless belt (lower right). The operator gathers them on a spool where they become visible. They spread and are then wound up on the rapidly revolving reel (upper left).



Braider converts glass yarn into a fine flexible thread with which glass textiles are later woven. Standard looms are used for this.



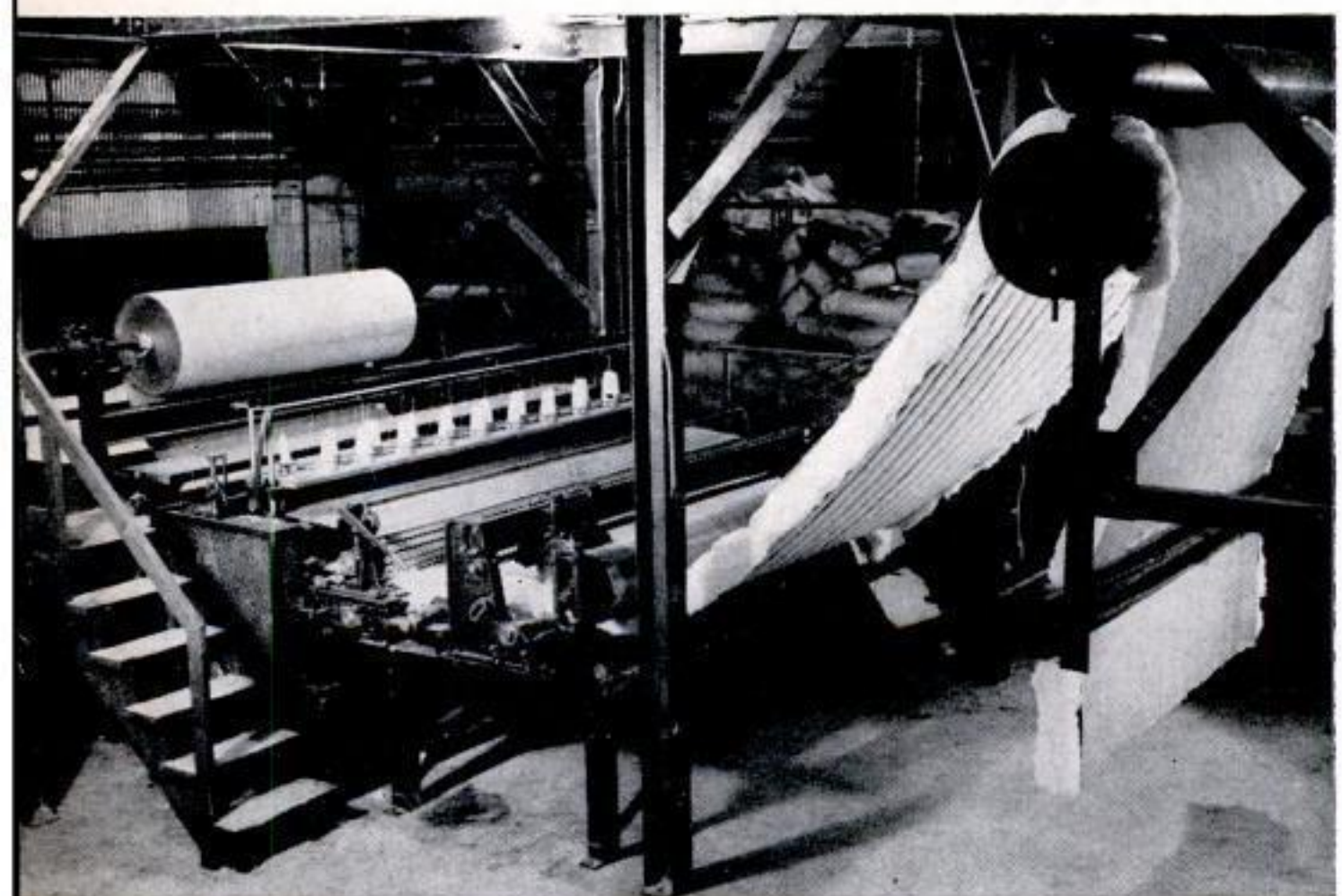
Glass draperies are proof against fire, moisture, rot and have an even greater tensile strength than steel.



Glass wool emerges from the tank on a moving belt. It is made in the same way as fibers. This fluffy flexible mass, greatly resembling cotton batting, is used for insulating houses, ships and refrigerator cars. It also serves as a filter for chemicals.



A big ball of glass wool is rolled off conveyor. It will now be blown into the walls of houses to keep out heat and cold. Weighing only two pounds per cubic foot, as compared to eight pounds for mineral wools, it is of great value to Navy ships.



This gigantic sewing machine stitches cloth onto ten-foot-wide blankets of glass wool five inches thick for insulating refrigerator cars. Because of their great resilience, these fibers do not have a tendency to settle under continuous vibrations.

Have you ever brushed *all your teeth?*



• Shocking when you think about it! But if your tooth brush can't fit **INSIDE** like Tek, then all these years you have probably been leaving this curve half clean. And here's where neglect means tartar and trouble. **INSIDE** or outside, Tek's scientific shape and pure, springy bristles keep your teeth clean, gums healthy. Tek Jr. for the children.

Johnson & Johnson
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Tek

TOOTH BRUSH
cleans inside too!

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FOR PICTURE
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Occasionally disappointed with your stills or movies? Don't get discouraged ... it's simply the exposure at fault. Every "IN-FOCUS" picture you take can be clear, sharp, life-like ... if your exposure setting for each picture is correct. And it's easy to be sure of every exposure if you use a WESTON ... the compact, simple Exposure Meter used by amateurs and professionals everywhere. Just point it at the scene ... indoors or out ... and it gives you the correct camera settings to use. Avoid all disappointments ... save film ... with the WESTON. Send coupon for illustrated literature.



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FREE
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Private Lives



Erika Mann, playwright and daughter of the great German author Thomas Mann, arrived in New York as a quota immigrant, filed first papers for citizenship. Miss Mann was deprived of her German citizenship by Hitler. She became a British citizen by marriage but wants to be an American because here "lies the world's greatest chance for peace."



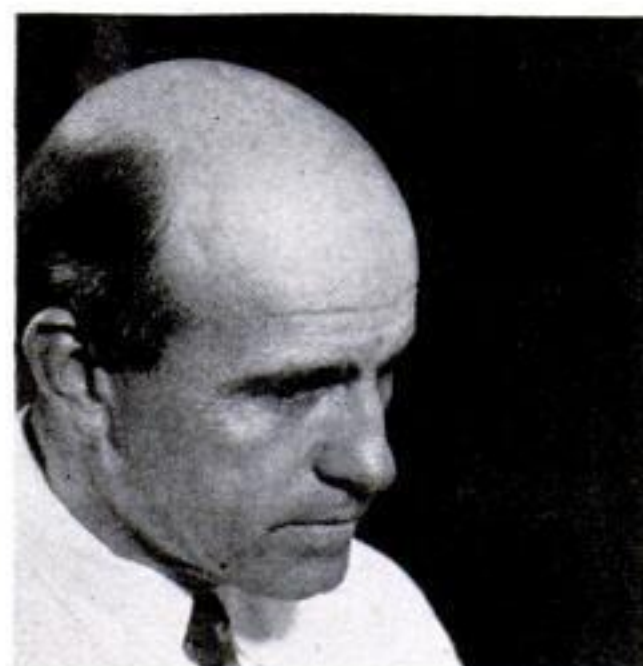
Barbara Stanwyck, at the preview of her latest picture, *Stella Dallas*, was the victim of a Hollywood publicity stunt that went wrong. The stunt was for Barbara to grab Robert Taylor's coattails, and pretend she was an autograph hunter. It went wrong when a cop, taken in, pulled her away from Taylor, twisted her arm, caused this expression of pain.



Christopher Smith Reynolds ("Topper" to family) is the son of the late Smith Reynolds, Camel cigaret heir, and Torch-singer Libby Holman. Topper's father was mysteriously shot to death and around the son raged a battle for the Reynolds fortune. Topper got \$7,000,000. Now 4, he has just had his portrait (above) painted by Maria de Kammerer.



Patricia Benefield, the six-months-old daughter of an Atlanta WPA worker, has developed a great fondness for smoking her father's pipe. A baby of splendid health and sunny disposition, Patricia also enjoys two-for-a-nickel cigars and has done some of her teething on a plug of chewing tobacco. She blows smoke through her nose but does not inhale.



"**Little Lord Fauntleroy**," the famous child of fiction, was inspired by Vivian Burnett, the author's son. After Mrs. Burnett revealed the secret, Vivian spent his life living down the name of sissy. Yachting on Long Island Sound, Burnett overexerted himself to rescue four persons from a capsized sailboat. Few minutes later he collapsed and died.



Dr. Guy Shearman Peterkin, of Seattle, convinced that his 22-year-old son Guy Jr. had an incurable disease, shot and killed the boy. Then he telephoned another doctor, told him what he had done and, as the doctor frantically begged him to wait, shot and killed himself. Friends sadly disagreed that young Peterkin's condition had been incurable.

X-ER-VAC TREATMENTS

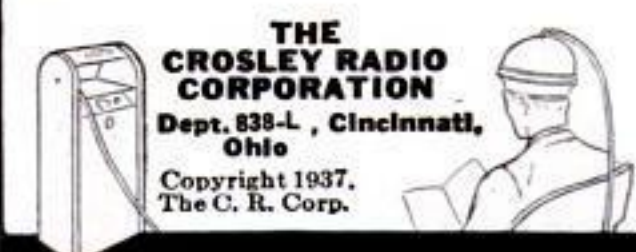
(Alternate VACUUM and PRESSURE)

REVITALIZE
INACTIVE
HAIR CELLS
BY IMPROVING
CIRCULATION



• Licensed for use under the methods of André A. Cueto, M.D., Cincinnati, Ohio, and according to U. S. Patent No. 2055128. Other U. S. Patents Pending.

• The XERVAC, through the action of alternate vacuum and pressure, tends to produce a normal circulation in the deep network of capillaries that feed the hair cells. Undernourished, inactive hair cells are revitalized by the nourishment supplied by the renewed circulation, and normal hair growth is stimulated. Your barber or beauty shop can supply treatments. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer—or write direct to



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its readers of what is going
on in the world today—to
bring them the news which
can best be told with pictures.

Dangerous to Scratch Mosquito Bites



• Scratching mosquito bites or skin irritations of any kind is risky. It often causes re-infection and leads to serious trouble. For quick relief from the itching of insect bites, athlete's foot, hives, scales, eczema, and other externally caused skin afflictions use cooling, antiseptic, liquid D. D. D. PRESCRIPTION. Greaseless and stainless. Soothes irritation—quickly stops the most intense itching. 35c trial bottle proves it—or money back. At all druggists.

D. D. D. PRESCRIPTION

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Enjoy your vacation pleasures throughout the year by recording them with a Graflex American-made, Prize-Winning Camera! They make perfect traveling companions. Send for FREE catalog. Dept. L-16, Folmer Graflex Corp., Rochester, N. Y., U. S. A.

PRIZE-WINNING CAMERAS

ITCHING OF ECZEMA

Also externally caused pimples and rashes relieved by soothing, fast-acting medication of Cuticura. Buy today.

CUTICURA SOAP AND OINTMENT

Private Lives



"The Mystery Singer" is the only name by which British radio listeners know this young man. His employer, the British Broadcasting Company, causes him to wear a mask when he appears in public, thus apparently exciting great interest. Recently the Mystery Singer was married, in his mask, to Miss Luise Grieben. He gave his name as Sidney Callan.



The ex-Rector of Stiffkey (pronounced "Stewkey") in England, the Rev. Harold F. Davidson, was unfrocked in 1932 for having immoral relations with fallen women whom he was ostensibly trying to raise. He recently turned lion-tamer. During his act at Skegness he clumsily stepped on a lioness' paw, was so badly clawed by her mate that he died.



Virginia Cherrill, of Carthage, Ill., announced her engagement to the Earl of Jersey five minutes after the Earl's divorce from his Countess was made final. Eleven days later they were married. Miss Cherrill was a protégée of Charlie Chaplin who launched her on a brief movie career. She has had two husbands, Irving Adler and Actor Cary Grant.



Hazel Whitman, 18, of Brooklyn, is spending the summer on Sherwood Eddy's co-operative farm in Mississippi, studying the Southern Tenant Farmers' Union. Visiting Memphis, she applied for a room at the Y.W.C.A., was refused because of her "unionism." Pouted Hazel: "I think it very unchristianlike . . . not to give a room to a naïve girl."



The Earl of Warwick, who has a castle with 200 servants in England, went to Hollywood last winter to be a star. M-G-M gave him \$750 a week, a new name (Michael Brooke) but did not like his screen test and never used him in a picture. Now the Earl is suing M-G-M for \$7,604 to pay the expenses of himself and his valet back to Warwick Castle.



Kid McCoy, the oldtime prizefighter whose real name is Norman Selby, announced his intention of marrying for the ninth time. The future Mrs. McCoy is Mrs. Sue Cobb Cowley. Released in 1932 from San Quentin, where he served seven years for drunkenly killing a sweetheart, McCoy is now working as head gardener for the Ford Motor Co.

"Maybe a rhinoceros has a tougher skin"



● Leaning out of a locomotive window in sunshine, rain or snow, toughens any engineer's skin. The train's speed makes a sixty-mile-an-hour wind. Tiny pieces of grit, dust and dirt in the wind bombard the face and Nature turns the skin into human leather to survive the punishment.

Yet this type of face, with a thick wiry beard, is shaved quickly and closely by the Schick Shaver.

FOR THE TENDEREST SKIN, TOO

The action of the Schick is so gentle that it does not injure the tenderest skin. Men who cut easily find perfect safety in the Schick. Most important of all, the Schick re-creates a natural, healthy skin to replace one that has been calloused or injured by ordinary shaving methods. This change makes a man look years younger.

THE SCHICK IS A MONEY-SAVER

Look beyond the price of the Schick to the thousands of shaves it will give you. (Many customers, using them for years, have testified to this.) With no soap, cream, brush and especially with no blades to buy and nothing to sharpen or renew, the Schick pays for itself in savings.

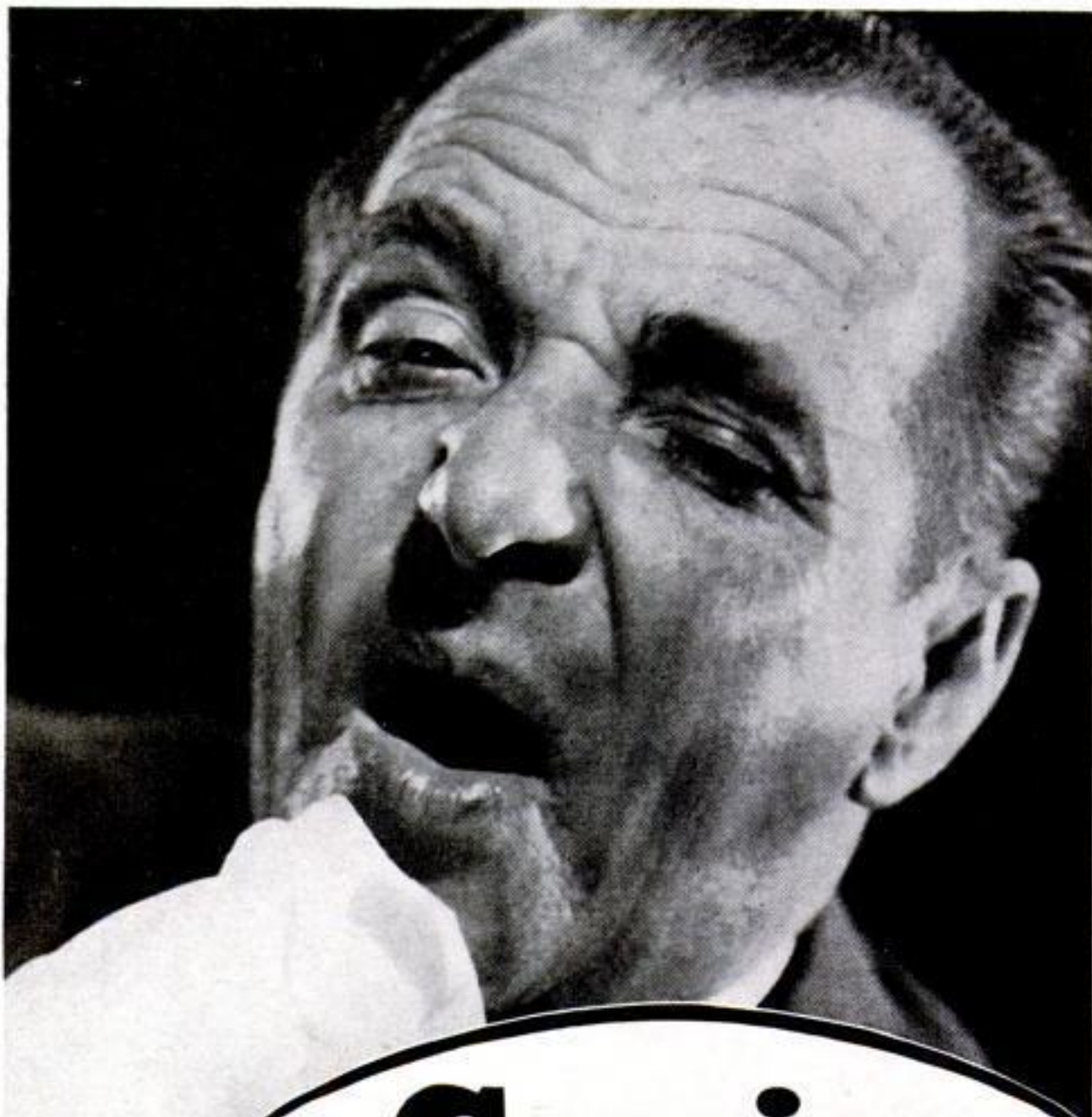
Go to an authorized Schick dealer. He will demonstrate the shaver to you and show you how easily, with a little patience, you can learn to use it.

SCHICK DRY SHAVER, INC., STAMFORD, CONN. Western Distributor: Edises, Inc., San Francisco
In Canada: Henry Birks & Sons, Ltd., and other leading stores

SCHICK SHAVES
\$15. - AC-DC

HAY FEVER FOILED:

Masses Cheer Report of Pollen Expert



Carrier PORTABLE SUMMER Air Conditioner

HOLD THAT SNEEZE! Tests conducted by noted pollen authority of Roosevelt Hospital, N. Y. C. show pollen count reduced 99½% by Carrier Room Cooler—at the same time, providing relief from summer heat and humidity!



WHERE'S THE BOSS? Working! Outside weather means nothing where employees and executives enjoy Carrier Portable Summer Air Conditioning.

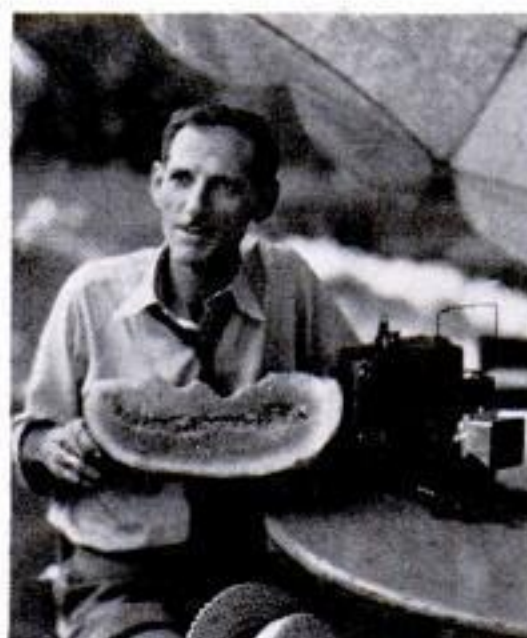
'NATION SWELTERS' scream headlines. What of it? Your Carrier Room Cooler lets you sleep like a child.

I **INSTALL** a Carrier Portable Room Cooler today—and say goodbye to summer discomfort *once and for all!* Handsome as a radio console—and just as easy to plug-in and switch on!... this remarkable new Carrier unit cools, dehumidifies, gently circulates the air, reduces dust and outside noise to a minimum. *Even greatly reduces pollen!* Requires no alterations of any kind. Dependable—it embodies Carrier's 35 years of experience devoted *exclusively* to air conditioning, plus the ingenuity of the man who *invented* air conditioning. Call your Carrier dealer—or mail the coupon *today!*

CARRIER CORPORATION, Desk 446
850 Frelinghuysen Avenue, Newark, N. J.
Please send me, without obligation, ☐ full particulars about the new Carrier Portable Summer Air Conditioner; ☐ Prof. F. H. Hodgson's Report on Respiratory Affections.

Name _____
Address _____
City _____ State _____

LIFE'S PICTURES



The photographs of Georgia watermelons which appear on pages 50-52 and on the cover were taken by Al P. Burgert of Tampa, Florida. Mr. Burgert got his start in photography some 20 years ago when he became partner in a camera supply shop. He now divides his time between taking still photographs and movie shorts. For the latter he has made such subjects as *The Story of Phosphate*, *The Story of Cypress Logging*, *The Story of Tarpon Fishing*, *The Story of the Florida Water Hyacinth*. He has also given courses and lectures on photography at the University of Florida.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 10—ACME, INT., ACME—INT., CULVER, ACME—PICTORIAL FEATURE SERVICE, ACME, CULVER
- 11—U. & U.—A. P., PICTORIAL FEATURE SERVICE—A. P.
- 13—U. & U.—P. I.—INT.
- 17—U. & U.
- 18—THOS. D. MCAVOY—A. P.
- 19—T. THOS. D. MCAVOY—*bot. rt. A. P.*
- 21—GLOBE—ACME (2), A. P.—CLYDE H. SUNDERLAND, SHERMAN CARASH
- 22—A. P.—W. W.
- 23—ROBERT DOINE *through THE MILWAUKEE JOURNAL*
- 24, 25, 26, 27, 28, 29—THOS. D. MCAVOY
- 30, 31, 32, 33—WARNER BROS.
- 34—MAP *by* TOBIAS MOSS—EISENSTAEDT-PIX, THURMAN ROTAN
- 35, 36—FERNAND BOURGES
- 37—EISENSTAEDT-PIX
- 38—EISENSTAEDT-PIX *exc. t. lt. W. M. GOLDEN*
- 39—EISENSTAEDT-PIX—ATLAS PHOTOS
- 40—W. M. GOLDEN *exc. t. rt. & cen. rt. E. M. NEWMAN from W. W.*
- 45, 46—BERNARD HOFFMAN
- 50, 51, 52—AL P. BURGERT
- 57—P. I.—ALEXANDER PAAL
- 58—ALEXANDER PAAL
- 60—FRONTIER FILMS
- 64—KNOPF-PIX *exc. bot. lt. JOSEPH JANNEY STEINMETZ*
- 66—WESTFOTO *by* BRISTOL—KNOPF-PIX
- 68—P. I.—A. P.
- 69—KITROSSER *from* P. I.
- 70—A. P.
- 71—A. P., PIX—ACME, P. I.
- 72—PIX
- 73—BONNEY
- 74—T. T. FANG, A. P.—INT., T. T. FANG, BOSSHARD *from* B. S.
- 75—W. W., T. T. FANG—INT.—MARCH OPTIME.
- 76—W. W.
- 78, 79—ROBERT YARNALL RICHIE *exc. bot. p. 79 MILLER'S PHOTO SERVICE*
- 80—VANDAMM, A. P.—INT., A. P.—KEY., A. P.
- 81—P. I., W. W.—W. W., A. P.—ACME, W. W.
- 82—AL P. BURGERT
- 84, 85, 86, 88—JOHN PHILLIPS *from* P. I.

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTRE; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; INT., INTERNATIONAL; KEY., KEYSTONE; P. I., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD.

HANDEE Tool of 1001 Uses

A whole shop full of tools in one. Plugs in any light socket. A C or D C 110 v. 13,000 r. p. m. Uses 200 different accessories—grinds, polishes, routs, drills, cuts, carves, sands, saws, sharpens, engraves.



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Faster
Better Jobs

GET A DEMONSTRATION

at your dealers or order on 10-Day Money-Back Trial. \$10.75 and up postpaid. 3 Accessories Free. Catalog Free.

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"Pleasure and Profit with a Handee." Easy working plans for making many interesting and unusual projects. 25c. stamps or coin.

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No matter what kind of camera you own you can turn your hobby into a profitable spare-time or full-time profession. 10,000 publications and advertisers buy millions of photos each year from free-lance amateur photographers.

FREE BOOK—tells how we train you at home to cash in on this demand. No canvassing. Pay for course in any monthly installments. Write at once, **UNIVERSAL PHOTOGRAPHERS, STUDIO 438, 10 W. 33rd St., New York City.**

Explains latest inventions, methods in Photography and Home Movie Making, for fun and profits.

Offers hundreds of amazing money-saving bargains in still and movie cameras, lenses, films, etc. **Used equipment accepted in trade.** Satisfaction guaranteed!

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230 S. Wabash, Dept. LF-18, Chicago, U.S.A.

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FREE**

The Editors of
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Join the Editors of
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**THE MARCH
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Every Thursday Night
10:30 E. D. S. T.
COLUMBIA COAST-TO-COAST
NETWORK

**STOP
SCRATCHING
apply**

CAMPHO-PHENIQUE

Soothing... Stainless

30c AT ALL DRUGGISTS
CAMPHO-PHENIQUE CO., ST. LOUIS, MO.

"ONE OF MY Patients CURED Me..."



A busy doctor doesn't have much time to study motor oil. So I didn't know...



YOUR OIL troubles will disappear like magic if you follow this simple rule for motor health... use a motor oil made *entirely* from Pennsylvania Grade Crude Oil and guaranteed by the emblem at the right.

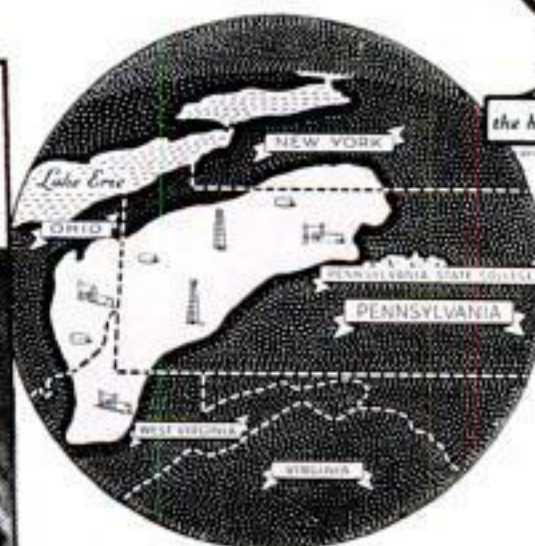
This emblem is like a hall-mark on old silver, an official stamp of purity. It guarantees source and quality. Leading Pennsylvania brands are permitted to use it as a promise to the public that these brands

are "better oils from the ground up." They pump more freely thus bathing all metal surfaces. They permit quick, easy starting. They have the toughness to last long and the body to lubricate well.

That's why this emblem means your money's worth in motor oil.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION • OIL CITY, PENNSYLVANIA
Copyright 1937. Pennsylvania Grade Crude Oil Association

The symbol below is the emblem of the Pennsylvania Grade Crude Oil Association. It is not a brand. It is a guarantee of source and quality. We permit its use on 'y' on oils which are certified under bond to be 100% Pure Pennsylvania and up to Association standards in every respect.



The area at left, touching 4 states, is the only district in the world producing Pennsylvania Grade Crude Oil, the crude from which all Pennsylvania emblem motor oils are made, and the crude known to be the best raw material for motor oil.

... Until a patient told me about that Pennsylvania emblem—what it means and all.



'Made from the world's finest crude' — naturally that means the best finished oil.



It was the right prescription. All my old oil troubles vanished with the first treatment."



Better Oils

FROM THE GROUND UP!

FREE An illustrated booklet that answers your questions about Pennsylvania Oil and car lubrication. Send for your copy. Please use the coupon.

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OIL CITY, PENNSYLVANIA

Please send me free and postpaid, your new book

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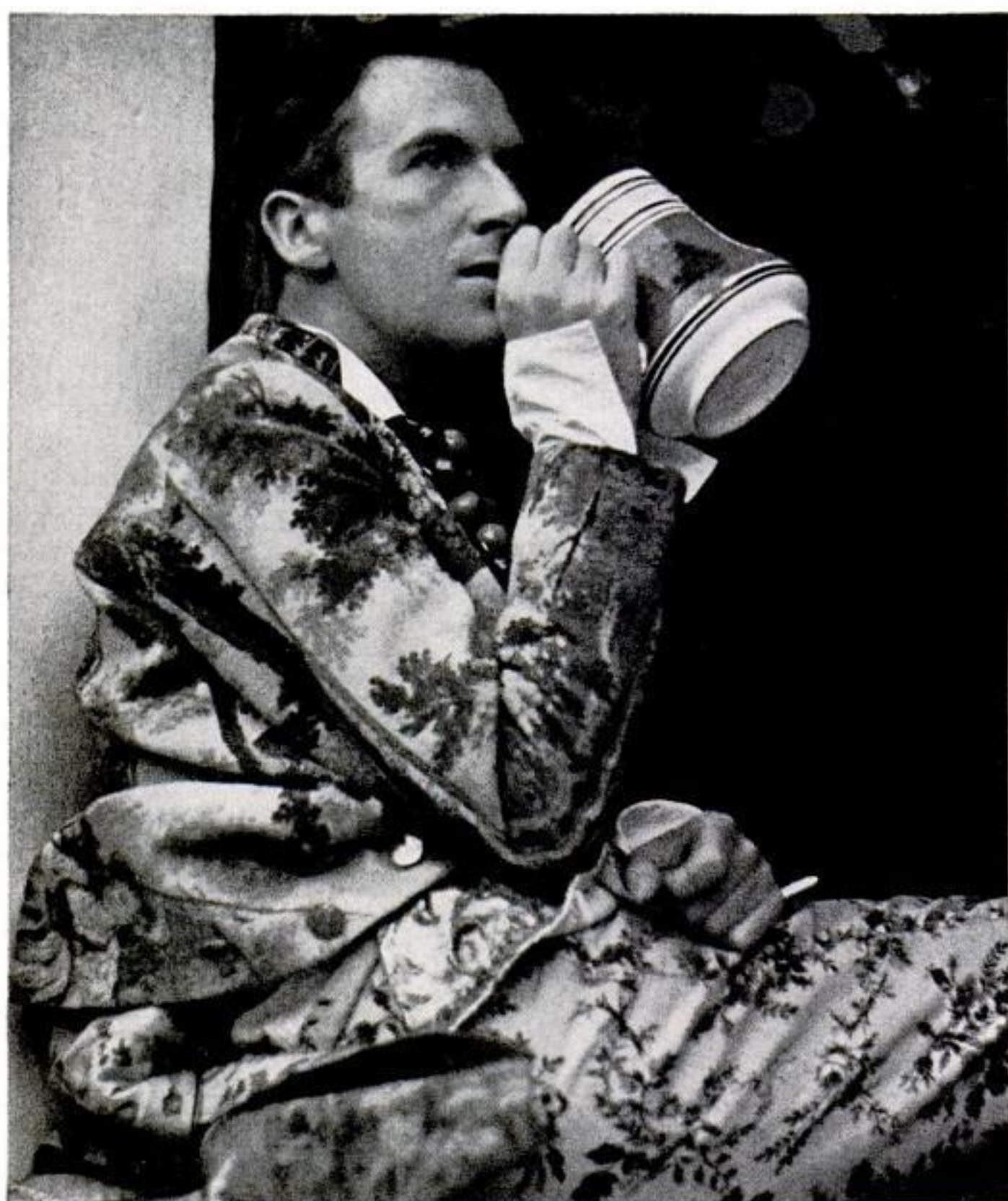
L. 8-9-37



TARLATAN-DRAPED NYMPH ON SIGNPOST POINTING TO ...



... ASHCOMBE HOUSE, WHERE CECIL BEATON HELD HIS *FÊTE CHAMPÊTRE*



Cecil Beaton's fourth costume was this coat and knee breeches of tapestry. Earlier in evening, he wore a costume adorned with broken eggshells on coat, beetles on breeches. Next he appeared as an 18th Century fop, then in the scarecrow costume he wore at Elsa Maxwell's Waldorf barn dance in New York last January (LIFE, Feb. 1).

Life Goes to a Party

With Cecil Beaton and his London friends

Guests at ordinary costume parties are content with one costume. But the 200 British socialites invited July 10 to a nocturnal *fête champêtre* (i.e., pastoral party) at the Wiltshire home of Cecil Beaton, London society photographer, knew that this was no ordinary party and some brought three or four costumes. They came from the big houses for miles around. Lord Alington brought a group dressed as the bodyguard of Ibn Saud (Saudi Arabian monarch). Lord Berners brought a troupe dressed for a pseudo-Restoration drama. Authors, artists, millinery designers and men about Mayfair mingled with lords, viscounts, ladies and the offspring of England's great.

At 10 p.m. the guests arrived at Ashcombe, 5 miles from Shaftesbury, and left their fleets of Rolls-Royces atop a hill. A bus, with signs lampooning Beaton's friends and enemies, took them down to his modernized William and Mary house and its lawns planted with paper flowers on wire stems. Village urchins in fantastic costumes chased a goat with magnesium torches. Ducks waddled around neoclassic fauns and nymphs draped with colored tarlatan. Sheep in a pen had satin bows around their necks. Inside the host's studio, guests trucked to a London orchestra, supped on corned-beef hash, and drank 350 bottles of champagne. At 1 a.m., they witnessed a rhymed comedy on the terrace. At 4, they sat down to breakfast in a tent. At 6, the music still blared, the champagne still flowed, guests still danced or breakfasted. At 7, the party broke up; by 8, the Rolls-Royces were rolling home from the weirdest, wildest and last big event of the Coronation season. Most precise description was penned next day by William Hickey, *Daily Express* society scribe, who "was reminded of the obvious historical parallel: Marie Antoinette and the escapist sham rusticity of Versailles."

BEATON IN EGGSHELL COSTUME



BEATON AS A FOP IN PSEUDO-RESTORATION COMEDY



BEATON AS A DANCING SCARECROW

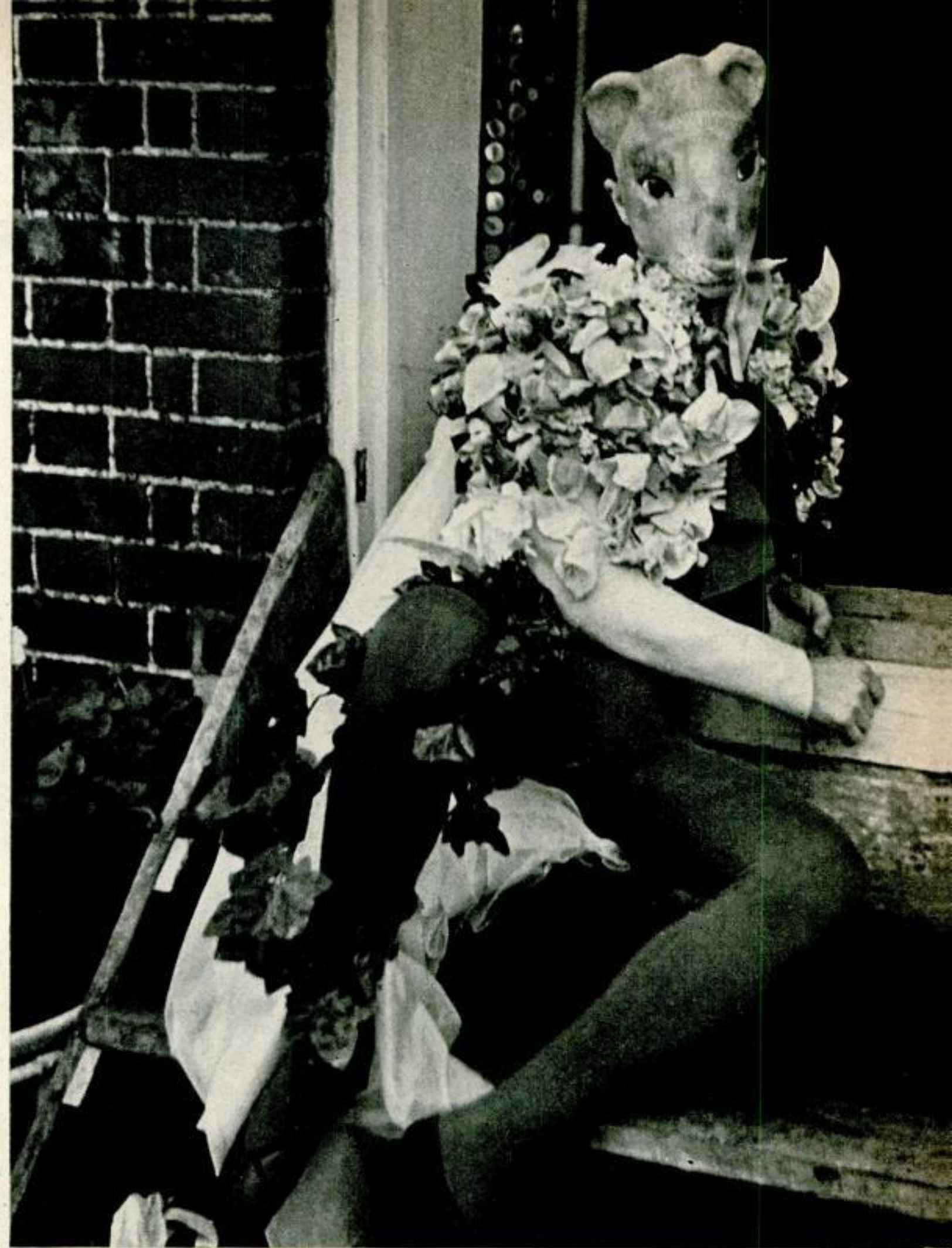




Little Bo-Peep was portrayed by Olga Lynn, who helped with decorations and played in the comedy.



Waiters in animal masks could not see, tripped, spilled trays of champagne, cursed in the kitchen.



Fauns wore bouquets of paper flowers, trains of chiffon. This one is Charles James, London hat designer. At 7 a.m., he stopped for a rest on studio steps.



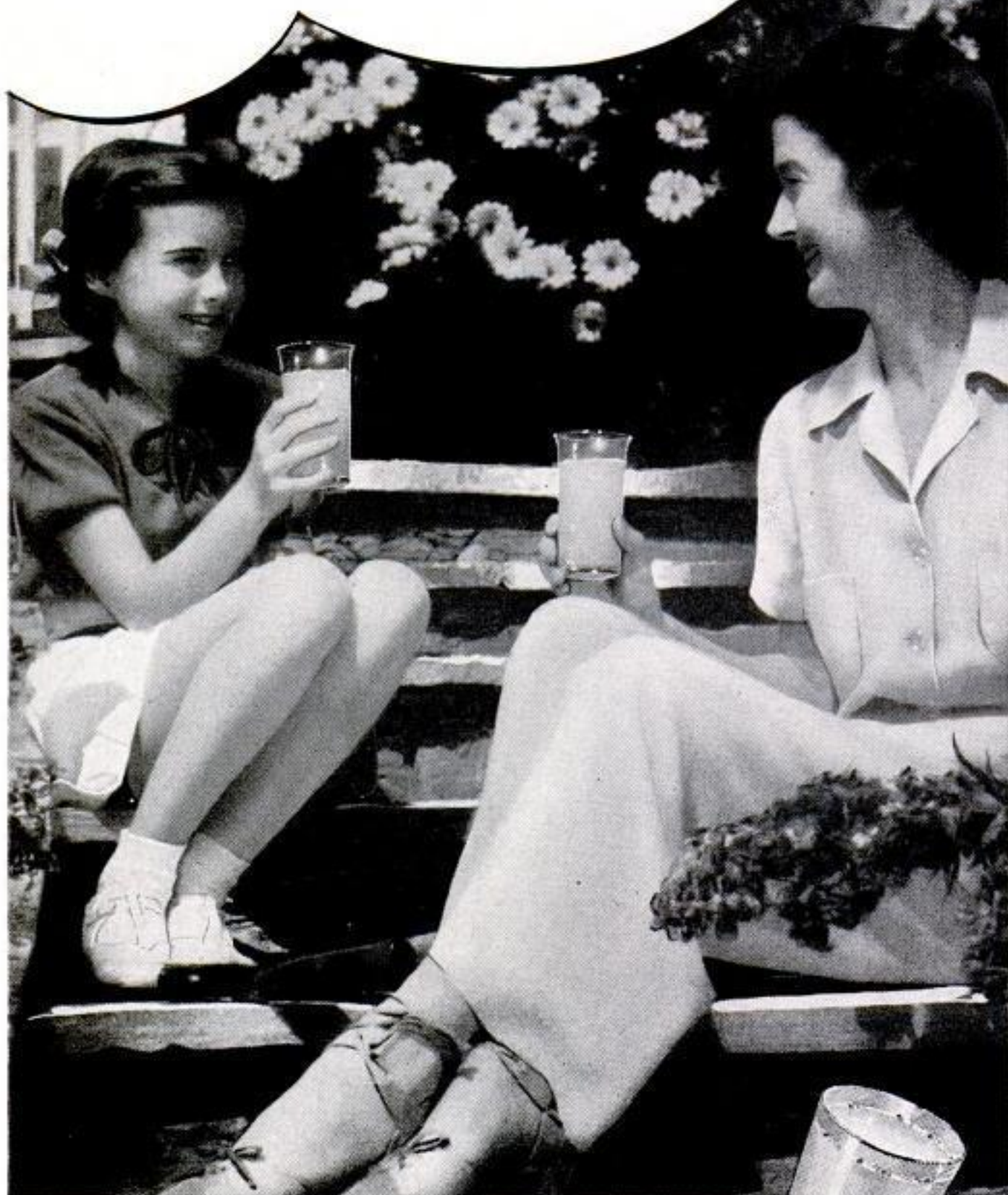
Little Boy Blue was Lady Mary Dunn, daughter of Lord Rosslyn. She calls the Ashcombe sheep with her horn, while Viscount Sudley feeds her pony oranges.



Shepherdesses, peasant girls and Pierrots watch the mock Restoration comedy. Shepherdess in crinoline with staff is Lady Juliet Duff, whose Belgrave Square house is now occupied by the Duke and Duchess of Kent. Her son, Sir Michael Duff-Assheton-Smith (*left*) was co-host with Beaton. He here wears his second costume, taken from H. G. Wells's *Things To Come*, while chatting with Lady Mabel Fox-Strangways. He is one of England's richest young peers.

CONTINUED ON NEXT PAGE

"Woman to woman -
isn't this the *best*
pineapple juice?"



Isn't it grand and glorious?

Imagine any fruit drink — even a tropic juice — with so much sunshine in it! Days, weeks, months of sunshine packed into that glass you hold!

Can't you almost see the pineapples it came from? Big, luscious ones. Fairly bursting with ripeness. Sun-sweetened and sun-flavored.

What a drink! Well — it should be pretty fine. For it's DEL MONTE — DEL MONTE Pineapple Juice! And you know what *that* means when it comes to flavor!

So treat yourself. Drink deep. Fill your glass again and again. Brimful! Here's to real enjoyment!



IT'S *Del Monte*
PINEAPPLE JUICE
PURE • NATURAL • UNSWEETENED

Life's Party (continued)



Bacchus, portrayed with grapes by Lord Stavordale, dances with peasant.



Apollo, Sir Michael Duff-Assheton-Smith, with Mrs. Harrison Williams of New York.



Still drinking at 7:30 is the Hon. Anthony Herbert, son of Lord and Lady Pembroke.



Ceres, in wheat, is Lady Alexandra Haig, daughter of the late Earl Haig.

Female faun, with horns, pipes of Pan and hirsute garb, is Lady Stavordale.

Shepherd with shawl is Viscount Sudley, who lolls in studio doorway at 6 a.m.



NEW-TYPE MARGARINE WHOLESOME FOR CHILDREN!



Nourishing NEW NUCOA is deliciously different from ordinary margarines. Helps modern mothers balance their family's diet and their budget, too!



A wonderful "thrift spread" for bread! Nucoa is a rich source of food-energy. With milk, eggs, fruits, and vegetables, it fits ideally into the balanced diet every growing child must have. Each pound supplies 3,400 food-energy calories—as many as the most expensive spread for bread.

Makes cooking richer. Nucoa is a pure vegetable margarine, made from American farm products. It enriches all your cooking with its delicate flavor. Delicious on vegetables. An ideal shortening. Always so fresh and sweet.



Saves you money on every pound—and you can have every confidence in it. Nucoa is approved by Good Housekeeping Bureau and accepted by The American Medical Association, Council on Foods.

Wins the "Hot Toast Test." Nucoa is a new and different kind of margarine, developed after years of research. When you taste its wonderful flavor on hot toast (a test for any spread!) all your prejudice disappears. Wholesome New Nucoa is churned by The Best Foods, Inc., makers of Hellmann's and Best Foods Real Mayonnaise.



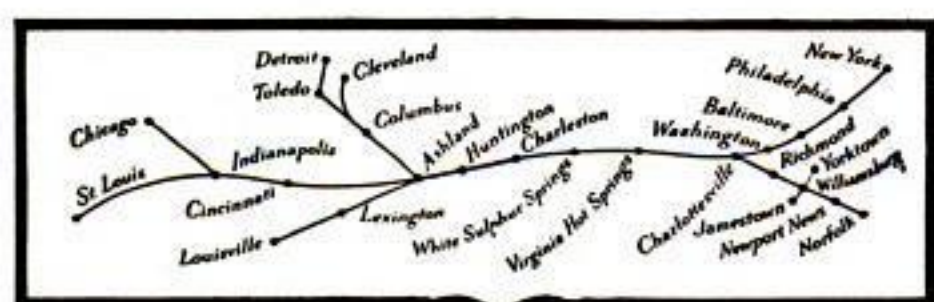
THE WHOLESOME "THRIFT SPREAD" FOR BREAD



Little Old Lady
"Try our road"

TIMES HAVE CHANGED since you first went traveling, my dear madam. Now you can make a trip on the train without fear of soiling your most delicate lace...or of tiring yourself the least bit...by going via Chesapeake and Ohio Lines. The Railroad with a Heart will look after your comfort like a faithful family retainer...see to it that you Sleep Like a Kitten and Arrive Fresh as a Daisy! So, please, Little Old Lady, try our road... you will find modern transportation combined with good old-fashioned friendliness on —

THE GEORGE WASHINGTON • THE SPORTSMAN • THE F. F. V.
America's Most Distinguished Fleet of Trains



"The Railroad with a Heart"
CHESAPEAKE and Ohio LINES
SLEEP LIKE A KITTEN

Visit the Chesapeake and Ohio Railway Miniature Railroad Exhibit, the largest in the world, Steel Pier, Atlantic City, July, August and September

Life's Party (continued)



In breakfast tent, champagne bottles adorned tables. Here sits the Hon. Mrs. Freddie Cripps, John McMullen, Mrs. Somerset Maugham, the Hon. Freddie Cripps.



Pan, who in real life is a photographer, takes a look into the deserted ballroom of the Beaton studio at 7:30 a.m. Photographers also had to wear rustic costumes.



Party's end, with sun full up, found Randolph Churchill, son of Winston, sleeping on a hammock. Sunday noon, he had still not shown up at his Shaftesbury hotel.

SO IT CAN'T HAPPEN HERE AGAIN!

Forests and pasture lands are cleared. Millions of tons of earth and rock are moved . . . On that colossal task a fleet of 55 White Trucks are now at work.

Fifty-five lives and over \$13,000,000 damage was the disastrous toll of the Winooski River flood in 1927. To prevent its repetition the United States Engineer Department four years ago launched the gigantic Winooski River Flood Control Project.

The work is under the capable supervision of Major Paul M. Ellman of the Corps of Engineers, U. S. A. Largest of the seven earth fill dams will be the Waterbury Dam at Little River near the village of Waterbury, Vermont.

2,000,000 cubic yards of earth will be needed for the 175 feet high embankment. In the long haul from pits to the dam, trucks must stand up under the terrific strain of 18 hours daily work.

Outstanding is the performance already established by the fleet of 55 Model 710 White Dump Trucks. Covering approximately 180 miles a day these Whites have set a new standard for speed, power and consistent performance.

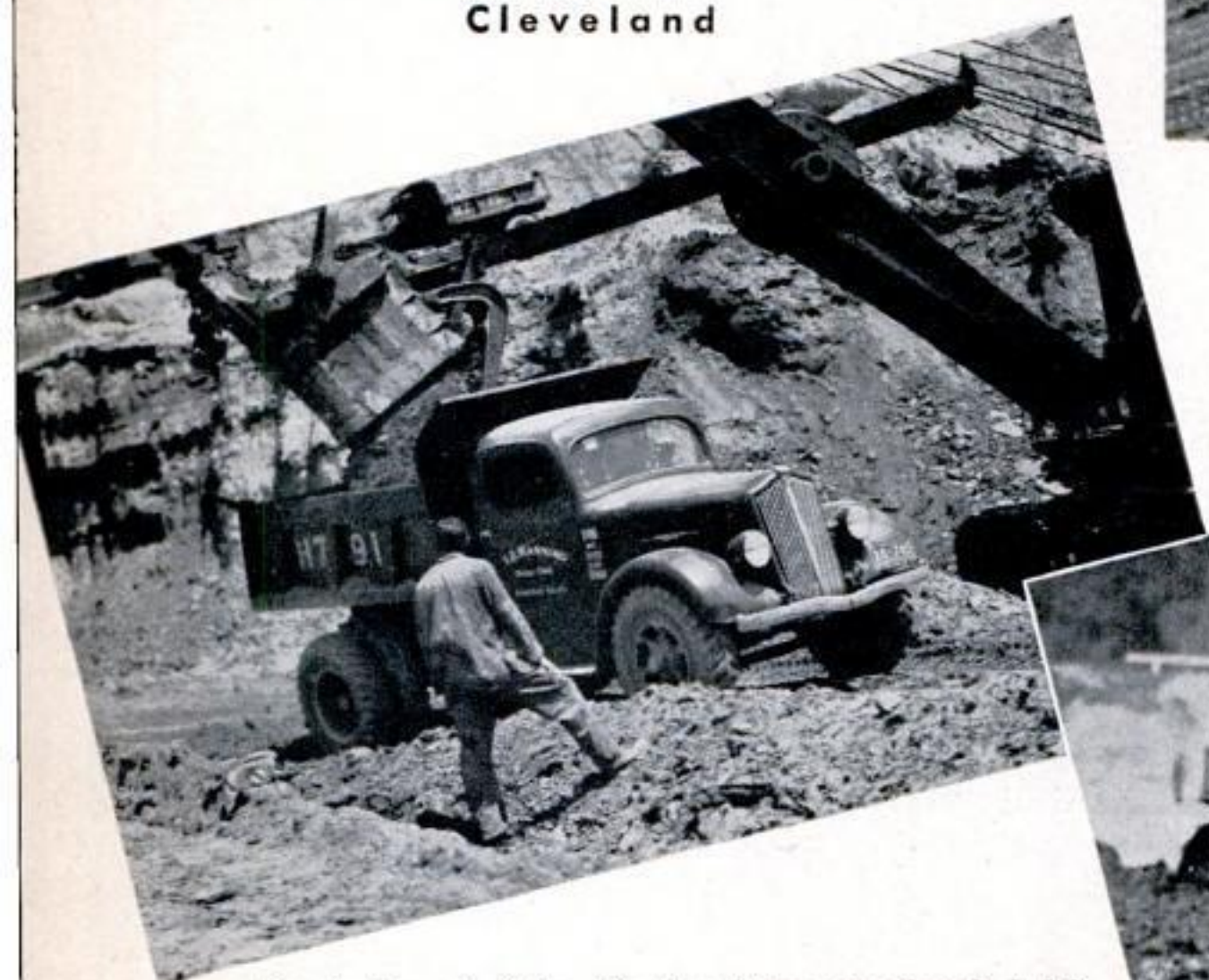
Veteran transportation man, S. B. Manning, owner of the White fleet, pays high tribute to White performance when he says "There's not another dump truck on the market that could do the job like my Whites." Even on so grueling a test as the Waterbury Dam, White Trucks receive the enthusiastic praise of officials, owners and drivers alike. No matter what the task is, Whites always deliver the best in truck transportation.

Write today to the nearest White branch or dealer for details concerning this new "money making" White 4-yard dump truck.

THE WHITE MOTOR COMPANY
Cleveland



Millions of tons of earth must be moved to construct the Waterbury Dam located on the Little River near Waterbury, Vermont. The 55 White Trucks have set a remarkable record for dependable service, staying on the job night and day with the minimum of mechanical difficulties. The dam will be completed in 1938.

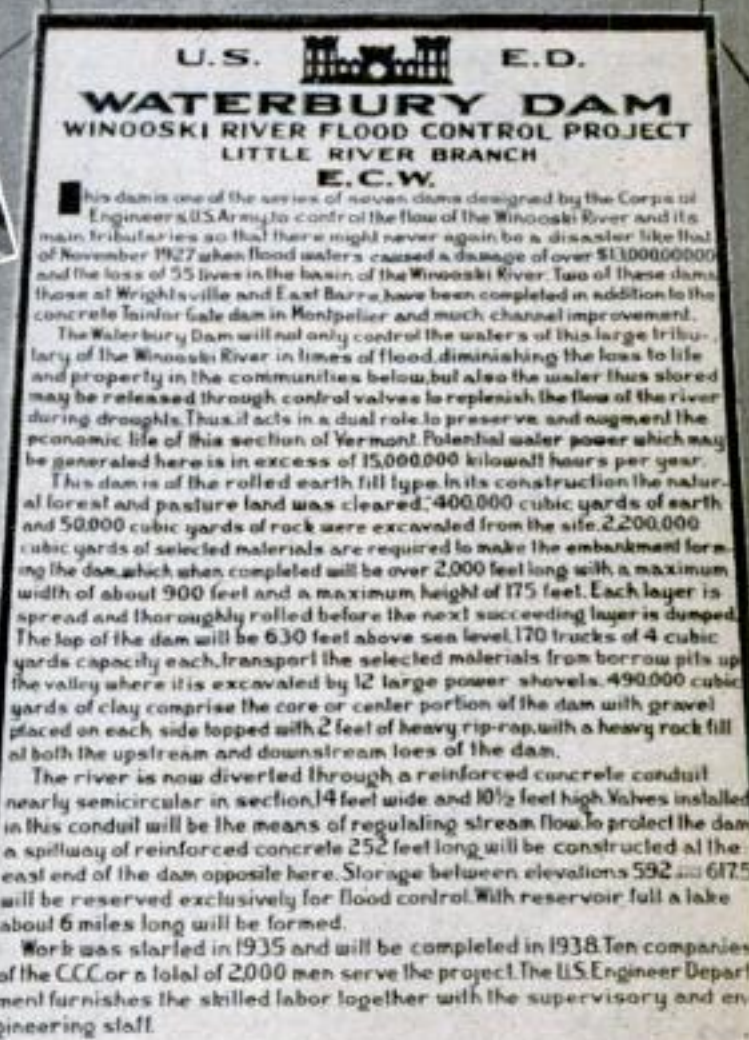


Trucks have to "take it" when big power shovels belch out their heavy loads. On jobs like this, where delays cost real money, the economy of White Quality is proved.



(Above) Less sturdy trucks bog down when the going is tough. The drivers say "The Whites always walk right in and come out on their own power."

(Left) One of fifty-five White Model 710 dump trucks equipped with 4-yard bodies, powered with 318 cubic inch White engines with 5-speed transmissions and double reduction rear axles.



ITS
"DEEPLY INFUSED"
FLAVOR



The "last inch" of your summer drink now rich as the first sip! Melting ice is Public Enemy No. 1 to gin drinks. But not when made with Seagram's! "Soft-stilling," the special imported Seagram distilling method, gives Seagram's Gin the deeply-infused flavor for which it is famous. The "last inch" of a long, well-iced Tom Collins is rich as the first sip!



Try this "16 to 1" test! Pour a teaspoonful of Seagram's "Soft-stilled" Gin into a large glass of water. Stir it. Smell it. Taste it. You still get a rich, full-bodied flavor—even when it's diluted 16 to 1.

Seagram's
KING
ARTHUR Gin

IT'S
"SOFT-STILLED"

Try this Seagram
NEW ORLEANS
FIZZ

For each drink, juice of 1 lemon, white of 1 egg, 1 bar spoonful of sugar, 1½ ozs. Seagram's Gin, 2 or 3 dashes of orange flower water, 1½ ozs. of heavy cream. Frappe well. Copr. 1937, Seagram-Distillers Corp. Offices: New York.



Distilled London Dry Gin made from 100% American Grain Neutral Spirits. 90 proof.

PICTURES TO THE EDITORS

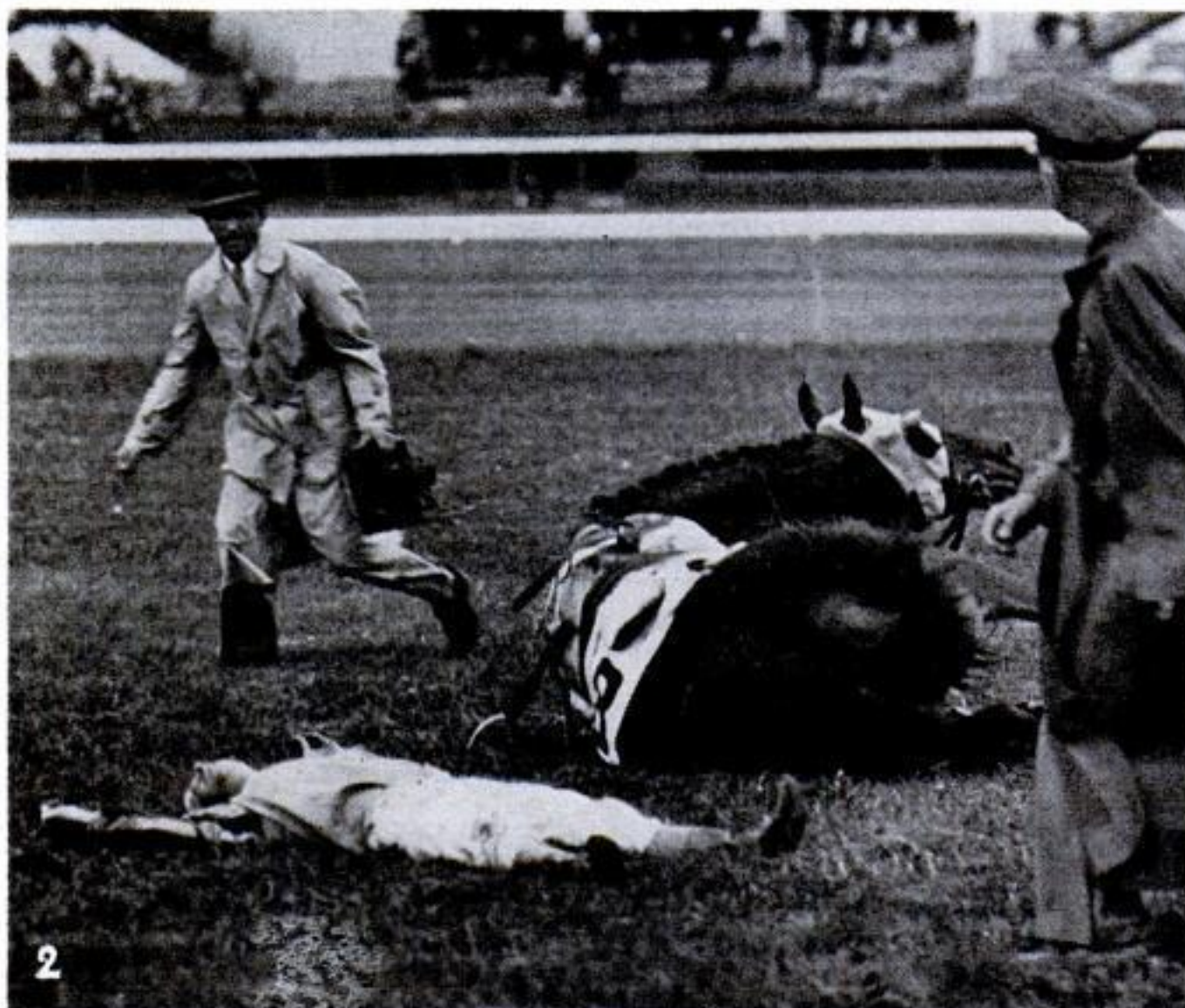
PROFESSIONAL FALL

Sirs:

After seeing a layout of pictures of gentlemen-riders at hunt meets in one of your recent issues, I thought you might be interested in picturing the hazards encountered by professional jockeys at the Metropolitan race tracks. While these spills are frequent, pictures of them are hard to get because there are about a dozen jumps on each course and usually each photographer is assigned to cover both the racing action and prominent personalities at the track. In this case I happened to be at the "right" jump when Jockey F. Williams "came a cropper." He was riding Mrs. Harry Payne Whitney's *Far and Fast* in the steeplechase race. This horse was a stable entry with *Galsac* who went on to win the race after his stablemate fell. I cashed a bet on the winner as well as getting a good picture of the loser, which is a perfect combination. The horse miraculously escaped injury and is still racing. The jockey was unconscious for about five minutes and was taken to the hospital where he was confined for one day. He is now riding again and won a race three days after the accident.

DICK SARNO

Daily Mirror
New York, N. Y.



Draw me!

TRY FOR AN Art SCHOLARSHIP

Copy this girl and send us your drawing — perhaps you'll win a COMPLETE FEDERAL COURSE FREE! This contest is for amateurs, so if you like to draw do not hesitate to enter.

Prizes for Five Best Drawings — FIVE COMPLETE ART COURSES FREE, including drawing outfits. (Value of each course, \$215.00.)

FREE! Each contestant whose drawing shows sufficient merit will receive a grading and advice as to whether he or she has, in our estimation, artistic talent worth developing.

Nowadays design and color play an important part in the sale of almost everything. Therefore the artist, who designs merchandise or illustrates advertising has become a real factor in modern industry. Machines can never displace him. Many Federal students, both men and girls who are now commercial designers or illustrators capable of earning \$1000 to \$5000 yearly have been trained by the Federal Course. Here's a splendid opportunity to test your talent. Read the rules and send your drawing to the address below.

RULES

This contest open only to amateurs, 16 years old or more. Professional commercial artists and students of Federal Schools are not eligible. 1. Make drawing of girl 8 inches high, on paper 9 inches high. Draw only the girl, no lettering. 2. Use only pencil or pen. 3. We return no drawings. 4. Print your name, address, age, occupation on back of drawing. 5. All drawings must be received by August 31st, 1937. Prizes will be awarded for drawings best in proportion and neatness by Federal Schools Faculty.

FEDERAL SCHOOLS, INC.

Dept. 8657, Federal Schools Building, Minneapolis, Minnesota

"HOW COME GARDENIAS?"



"They're wonderful. I can't imagine how they can be delivered so fresh and perfect."

We can, because we transport flowers everywhere, to florists...to your home. Flowers, shrubs, plants are handled at top speed—without losing any of their freshness and loveliness. Whenever you have anything to ship anywhere, merely telephone Railway Express or Western Union.

Air Express—2500 miles overnight

RAILWAY EXPRESS AGENCY, INC.
NATION-WIDE RAIL-AIR SERVICE

NATION-WIDE VERDICT

"LOW-PRICED 1937 DODGE MOST BRILLIANT PERFORMING TRUCK EVER BUILT!"



Dodge 1 1/2-Ton Stake—6-Cyl. "L"-Head Engine—133" wheelbase with 9' body, and 159" wheelbase with 12' body.

NO WONDER THOUSANDS ARE SWITCHING TO DODGE TRUCKS

FROM coast to coast, an amazing number of truck buyers, who compare low-priced trucks feature by feature, are switching to Dodge. What Dodge extra-quality truck features mean in performance as well as economy is indicated by the users' statements printed on this page. Before you buy any truck, find out how Dodge quality features can save money for you. Get a show-down! See why thousands are switching! See your Dodge dealer today.

DODGE
Division of Chrysler Corporation

Dependable DODGE TRUCKS

QUALITY FEATURES LIKE THESE MEAN BETTER PERFORMANCE

● **ROLLER-BEARING UNIVERSALS**—check ruinous backlash.

● **AMOLA STEEL SPRINGS**—only Dodge gives you this feature.

● **ONE-PIECE REAR AXLE HOUSING**—pioneered by Dodge in low-priced trucks.

● **EXHAUST VALVE SEAT INSERTS**—also pioneered by Dodge to save gas and valve grinding.

● **FOUR PISTON RINGS**—only Dodge of the lowest-priced trucks gives you 4 piston rings, others have only 3.

Dodge trucks have dozens of extra-quality features...yet are priced with the lowest.



Tune in on the Major Bowes Original Amateur Hour, Columbia Network, every Thursday, 9 to 10:00 P. M., Eastern Daylight Saving Time.

Easy terms gladly arranged to fit your budget, at low cost, through Commercial Credit Company.



New 2-Ton Tractor—6-Cyl.—4 Std. Wheelbases, 133", 159", 177", 220".



New 1 1/2-Ton Panel—6-Cyl.—136" Wheelbase. For bulky loads: laundries, florists, etc.



New 1/2-Ton Pickup—6-Cyl.—116" Wheelbase. A real gas saver!

NEW YORK

"We switched to the 1937 Dodge truck because it has extra-quality truck features. Our low-priced Dodge truck is giving us performance we never dreamed of getting from any truck—and at an actual saving in gas." —Fred F. Williams, New York, N. Y.

WASHINGTON

"The performance of my 1937 Dodge truck has simply amazed me. I am actually getting more power at a saving in gas. It looks as though my new Dodge truck will save me from \$75 to \$80 in gas alone this year." —John Greiner, Nisqually, Wash.

CALIFORNIA

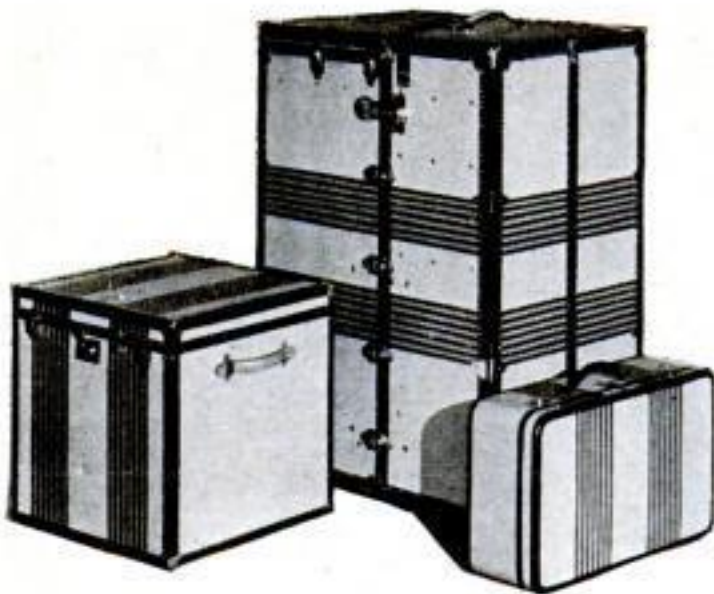
"I have owned and driven trucks for 30 years and the performance of this new low-priced Dodge has simply astonished me. I am getting a lot more power on less gas than ever before. Right now it looks like I will save as much as \$95 on gas alone this year." —W. Savage, Glendora, California.

ILLINOIS

"I switched to Dodge and I am certainly glad I did for this truck gives me the kind of performance I never dreamed of getting in a low-priced truck. On top of getting more work done, my new Dodge is actually saving me around \$7 to \$8 a month on gas." —J. E. Tooper, Kankakee, Illinois.

MISSOURI

"I am certainly glad I switched to Dodge. It is not only saving me money every mile on gas, but I never dreamed any truck could perform like it does. My check-up has proved to me that Dodge rides easier, handles easier, does a better hauling job for me." —Curt Heller, R. R. No. 6, Columbia, Missouri.



Chief Oshkosh with its distinctive stripes of red and yellow—for more than 21 years the accepted standard in fine luggage. Chief Oshkosh is made in 100 styles and sizes for every conceivable purpose. Above, 16 hanger wardrobe trunk, \$200; special hat trunk, \$70; 24-inch suit case, \$35. All with Yale Pin Tumbler Locks.

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"Insures" Travel Comfort

Mothersill's helps your system adjust itself to the strain of travel motion so you can enjoy your trip by Sea, Train, Motor or Air. It is sold in over 64 countries, even including those that limit their imports to necessities.

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PICTURES TO THE EDITORS

(continued)



GABLE INTERVIEW

Sirs:

May Mann, staff writer of an Ogden, Utah newspaper, asked to interview Clark Gable on a recent visit to Hollywood. Clark first said he couldn't be bothered with newspaper women. However after one glance at Miss Mann, he

changed his mind and posed with her for a studio photograph with the above result.

When she received the photo, Miss Mann was surprised to learn that Clark was holding her hand.

GLEN PERRINS

Standard-Examiner
Ogden, Utah

INLAND SCOWS

Sirs:

High winds drive the America's Cup yachts not nearly as fast as the speedy inland bilge-board scows designed for racing on protected waters. Highest speed reached by an international cup yacht is 17 m. p. h. established by Vanderbilt's *Rainbow* in 1934. Inland scows have attained speeds as high as 30 m. p. h.

Specially designed for inland sailing, scows make up huge fleets on inshore lakes of the Middle West, on Barnegat Bay, N. J., and on Lake St. Louis, near Montreal. Chief reason for their speed is their flat-bottom hulls and light construction. The weight of the crew, shifted where necessary, serves for ballast. Keel-less, scows have practically no underwater resistance. Because scows careen sharply on slightest provocation, they have double rudders and side-keels, called bilge boards, so that one of each is in full use.

J. JULIUS FANTA

Milwaukee, Wis.



A SHOVELNOSE FOR SPEED



LIVE BALLAST ON BILGE BOARD TO PREVENT CAPSIZING

30,000 MILES
VISITING —
MADEIRA
GIBRALTAR
ALGERIA
MONACO
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See the world amply, leisurely, luxuri-
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128 Day WORLD CRUISE
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CALIFORNIA
PANAMA

SLIM OR FAT...IT'S UP TO YOU

says lovely Marion Talley



Pounds lighter, years younger
in appearance than she was at nine-
teen, this famous radio star is a
glorious example of how a woman
can acquire slim, youthful loveli-
ness. "Nature doesn't give every-
one slender, graceful lines," says
Miss Talley, "but so many wom-
en—I among them—have acquired
a lovely figure the Ry-Krisp way."

Marion Talley's reducing secret,
called the Hollywood Habit because
it's used by so many movie stars,
includes three simple rules—Eat
sensibly, exercise moderately, eat
Ry-Krisp, the Scandinavian-style
bread, at every meal. "It's the plan
I followed," says Miss Talley. "I
now weigh only 107 pounds—and
look and actually feel years younger.
The most important, most delight-
ful part about this plan is eating
Ry-Krisp. These tasty whole rye
wafers satisfy your appetite but
help you reduce because each
wafer contains only 20 calories."



Ry-Krisp makes an instant hit with everyone—friends and family, grownups and youngsters. Nothing tastes better with breakfast eggs and coffee than crisp toasted Ry-Krisp. Nothing gets a party off to a better start than crunchy Ry-Krisp wafers served with beverages. In fact, there isn't a meal—light or hearty—that can't be improved with Ry-Krisp. And of course, their teasing rye flavor and brittle-crispness make these wafers perfect for between-meal munching. Buy a package today—follow the Hollywood Habit to new, youthful slenderness.

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subject
unawares



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PICTURES TO THE EDITORS

(continued)



WHISTLING SWANS

Sirs:

This photograph of wild whistling swans was made on a Milwaukee Public Museum expedition to the south shores of Lake Winnebago within the city limits of Fond du Lac, Wis. We consider it quite valuable from the standpoint of the difficulty of approaching the birds. We used a mechanical call and the picture, of course, was taken with a tele-

photo lens. There were about 650 swans in this lagoon within the city limits of Fond du Lac. This fact is made apparent by the inartistic background. These birds are rigidly protected by Federal and State laws. They are one of America's largest and most picturesque birds.

O. J. GROMME,

Department of Higher Zoology
Milwaukee Public Museum
Milwaukee, Wis.

LAW OF PHYSICS

Sirs:

Truck drivers who "are bitter about . . . the method of weighing," and magazine editors who accuse Texas check weighers of using a "strange process of calculation," (LIFE, July 12), evidently

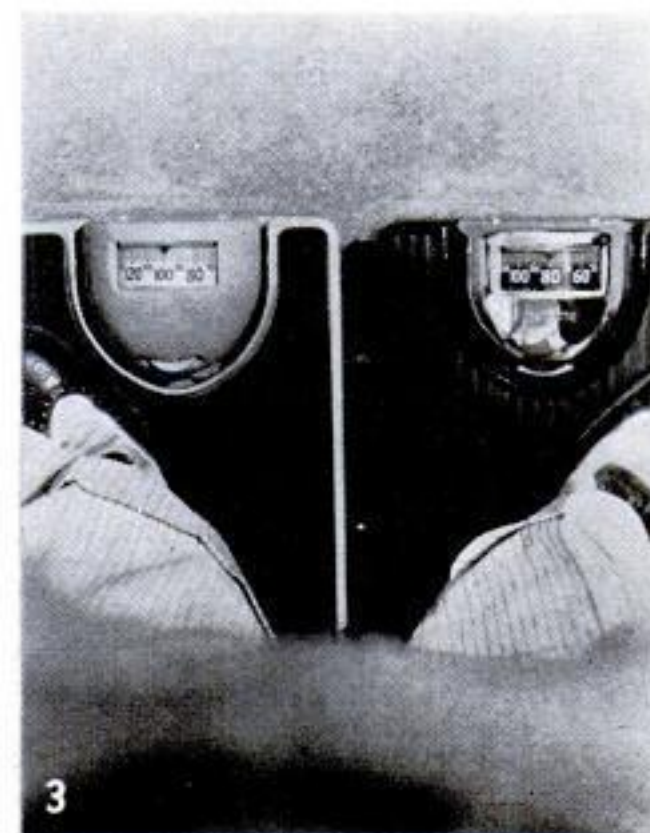
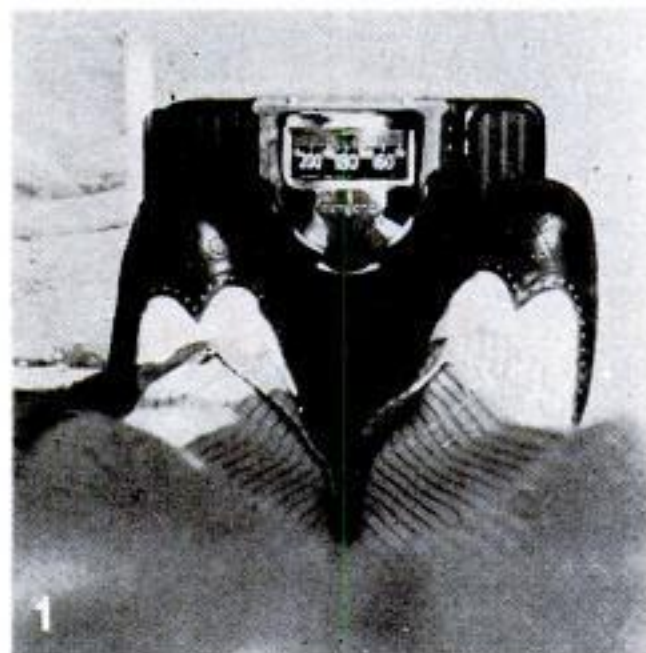
are not familiar with a simple law of physics. This law states, in effect, that in every body at rest the sum of the downward forces is equal to the sum of the upward forces.

Figure 1 shows the weight of the writer to be 180 pounds. Figure 2 illustrates the method of weighing an evenly loaded truck. The left foot stands on a pile of magazines to bring it level with the platform of the scales. By standing squarely on both feet the weight under the right foot is 90 pounds, or one half the writer's weight. In weighing an evenly loaded truck only the weights over the wheels on one side need be taken, then multiply by two to obtain the total weight of the truck and load.

Figure 3 illustrates the situation in an unevenly distributed loading. Here the writer shifted his weight to the left foot, but the sum of the readings (100+80) is still the total weight.

WILLIAM SCHULTZ JR.,
Physics Instructor

Cranbrook School
Bloomfield Hills, Mich.



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new Salt
Dentifrice
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1968858



If you have longed for attractive teeth, and never had them, perhaps you have joy in store for you, for with surprising frequency this new dentifrice discovery (U. S. Pat. 1968858), seems to accomplish this apparent impossibility. Try it at our expense. For free sample write Dept. 106, Worcester Salt Co., 40 Worth St., New York City.

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GLOVER'S

Beware of
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(FOOT ITCH)

Says Dr. Scholl, the
Famous Foot Authority

If you have itching feet or toes,
Athlete's Foot, Ringworm, Foot-
Itch, don't neglect it or experi-
ment with "cure-alls" and prolong
your suffering. It can easily spread
to other parts of the body.

Use the scientific treatment of a
world famous foot authority—Dr.
Scholl's SOLVEX.

Instantly Relieves Itching

It instantly relieves intense itching
and kills the fungi it comes in con-
tact with. Aids healing of the red,
raw, cracked, peeling or blistered skin
between the toes and on the feet.
Don't accept a substitute for Dr.
Scholl's SOLVEX. Sold at all Drug,
Shoe and Dept. stores, 50c, \$1.00 jars.

Dr. Scholl's SOLVEX



Only \$19.50 at BASS
MIDGET-MARVEL

35 mm. F4.5 anastigmat—
one piece body-focuses to 3
feet Vario shutter . . . \$19.50
with F3.5 lens—Compur
shutter . . . \$32.85

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"Business income as usual despite the fire?"

His fire insurance covered the physical damage. But, when trade was halted, income stopped. Yet, a drain of fixed expenses continued . . . taxes, interest, executive salaries, etc., had to be paid if the business were to live through the period of repair. Yes, Prospective Earnings (Use & Occupancy) Insurance would have tided him over, just as though customers continued buying despite the fire.



PROTECTION of prospective earnings is just one of the many ways a business man can use insurance to prevent even indirect financial loss due to common hazards. Similarly, a landlord can insure his regular rental revenue during a temporary vacancy en-

forced by fire, windstorm, explosion or other specified hazard.

Your business, home, car and personal property are vulnerable unless thoroughly insured. Since a loss is a loss, no matter how it happens, check your insurance. A North America Agent, or your

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BURGLARY • ROBBERY
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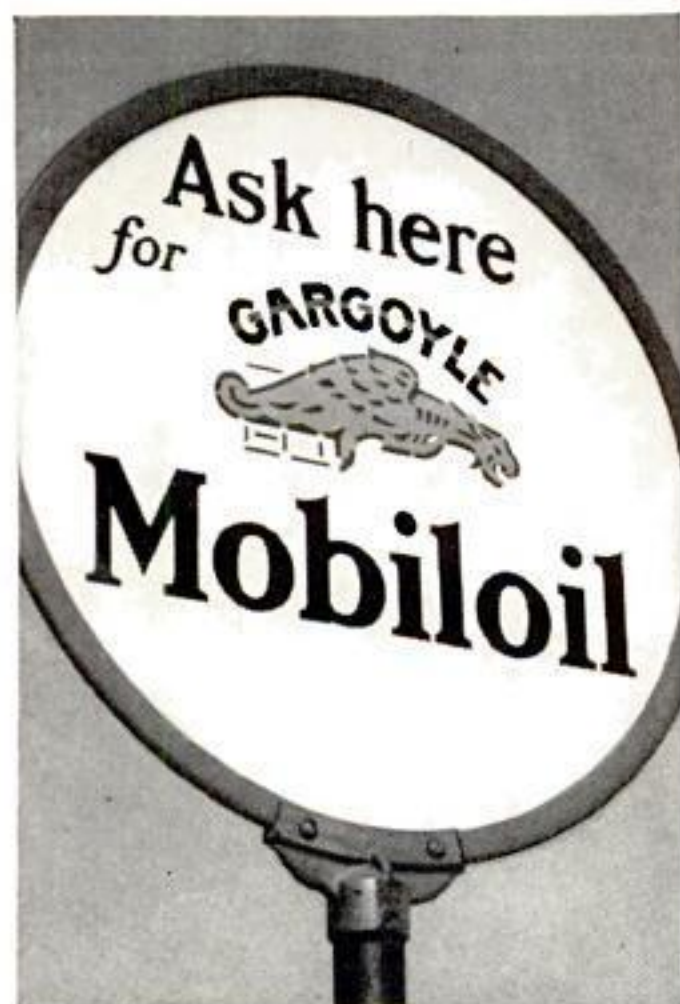
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Mobiloil than for any other oil!***

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